

BEE HIVE
WOOLS.

Beehive
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
3 PLY 51

BEE HIVE
WOOLS

BEE HIVE
BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

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1894

SPRING

1894

W. R. BROCK & CO.

CORNER OF BAY AND WELLINGTON STS.

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Canadian Blankets, Flannels, Druggetts, etc.
Canadian and British Prints.
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FINE COLLECTION OF SPRING SILKS

which we believe to be the finest assortment yet offered to the Canadian trade.

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Fancy Wash Crepes—Stripped,

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Fancy Hobatai Wash Silks

Guaranteed to wash.

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Caldecott, Burton & Spence, Specialist Importers, Toronto

CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, JANUARY, 1894.

No. 1.

**THE J. B. McLEAN PUBLISHING CO.
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CANADA'S TRADE.

CANADA, as a Dominion, is now in its twenty-seventh year, and she gives promise of closing the year on the 1st of July, 1894, with a suitable trade record. True, this has been a trying year, and while Canada has had no financial panic, no break-down of its banking system, no serious closing-down of its textile industries, no material increase in the number of mercantile failures—yet there have been some serious drawbacks to an expanding trade. Many of these have been mentioned before—such as the drain of money by World's Fair visitors, the low price of cereals, and the fact that this low price had prevented growers realizing and stimulating circulation. The embargo placed on Canadian cattle by the British authorities has also aided in preventing an active circulation.

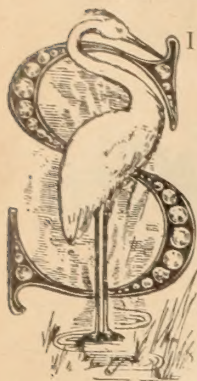
The Dominion trade returns for November and for the five months of the current fiscal year have been issued. The exports for November were valued at \$14,964,502, an increase of \$3,135,678 in the month. For the five months the value of the exports was \$67,706,056, an increase of two millions and three-quarters. The imports for five months were valued at \$53,207,

374, an increase of \$1,140,960. The duty collected for the five months amounts to \$8,810,867, a decrease of \$115,951. The increase in the exports arises chiefly from fisheries, agricultural products and animals and their products. The value of the free goods imported last month was \$4,517,297, anthracite coal and raw cotton being the principal items.

These figures show conclusively that Canada's trade is not decreasing, while it may not be expanding rapidly. But according to a recent despatch from London, our trade with Great Britain is decreasing. The statistics seem to show that British imports of Canadian wheat and flour were £600,000 less during the year; ham, nearly £100,000; butter, £60,000; eggs, £7,500 sterling. Canadian cattle were £20,000 less, partly owing to the Board of Agriculture's embargo. The total decrease in imports from Canada is 12½ per cent., £1,500,000 sterling. This is specially notable, as the decrease in imports from all countries is only 4 per cent. This will be a hard nut for those people to crack who favor preferential duties in favor of Great Britain. Perhaps the coal strike and depressed agriculture in that country had something to do with it. A statement has just been issued by the Board of Agriculture estimating the produce, of wheat, barley and oats in Great Britain for the year 1893. The yield of barley in England was 10,000,000 bushels less than in 1892; of oats 5,000,000 less; though the area cultivated for both grains exceeds that of the previous year.

But while the past may not be as satisfactory as could be wished, let us, with the Pharisee, be thankful we are not as other nations are. The future is bright and rosy. The coming changes in the United States Tariff will undoubtedly benefit Canada to a certain extent. The coming changes in Canada's tariff, will lighten the burden on the agriculturist, now too heavily overburdened considering the falling price of grain. Canada's sons of the soil are not going to the United States in the droves that they once made up. No more long trains of settler's effects will pass the border southward. The tide has turned. The emigration will now be from the Middle States into the Canadian Northwest. The United States free lands are gone, but the richest natural meadow lands in the world remain, and the settlers thereon settle under the Canadian ensign. Canada is a land where mixed farming can be carried on to advantage, and her future depends on her wool, mutton, beef, pork, poultry and butter and cheese; not on wheat. The days of wheat growing, with huge profits, has passed, as far as the North American continent is concerned, and the sooner this fact is realized the better. India and Argentina have better facilities than North America for cheap wheat growing. Let this be realized, and there are balmy days ahead for Canada.

SIXTY DAYS VERSUS FOUR MONTHS.



SIXTY Days Net, and Four Months, or 5 per cent. Thirty Days, are struggling in the trade for pre-eminence. Some wholesalers desire the first as a basis for selling; others desire the second. "Sixty Days Net" has many votaries at its shrine, the most of whom are bright, energetic men, full of new ideas and modern methods. The "Four Months, or 5 per cent. Thirty Days," has also its worshippers; these are the men of long experience, who also possess much capital, accumulated when they were acquiring the wisdom that now sits like a laurel wreath on their brow. The question is, Which is the better method of selling goods?

The Chairman of the Dry Goods Section of the Toronto Board of Trade, in his annual address, to be found in full on another page, deprecates the fact that goods for immediate delivery are often dated ahead; that is, goods sold in January, and delivered in January, are dated April 1st, four months. This is, virtually, six months. But some houses give even more than this. One house in Toronto gives six months from April 1st, for goods delivered in January, or nearly nine months' credit. This, undoubtedly, tends to reduce profits among wholesalers, and some of them cannot stand it. To those who have the necessary capital, and can ask sufficient advance on cost, these terms are not unsuitable. But a more serious objection would seem to be that the retailer without capital comes into business, and depends on getting credit sufficient to supply him with a stock. But this objection is not so serious. Dry goods jobbers do not give their credit so cheaply, that a large number of such men will be induced to start in the dry goods business. If they do start, they soon quit, and the punishment falls quickly and heavily on the house who sold to them, and a few punishments will make them careful. Thus Mr. Caldecott's two objections to long credits have not the weight which they may, at first glance, seem to have.

Nevertheless, let it not be understood that we believe in the present system of long credits, and dating ahead. THE REVIEW has always advocated cash retailing, and if retailers sold for cash, they would not ask, nor take, long datings. If shorter terms were adopted, cash retailing would be a necessity. But while we hold these views, we believe that there are certain houses in the trade who do not want short terms, and who can advance sound arguments and solid facts to show why their system is satisfactory.

Gordon, Mackay & Co., Toronto, have adopted 60 days net, as a basis on which to sell their staples. They believe that they have an ideal system, and great credit must be given them for the manner in which they have, single-handed, fought against long terms. They claim it is a success, that the retail trade have approved of it, and that their sales in this department have steadily increased since its adoption. They claim that they have fewer bad debts, and this is a small profit in itself. Their returns are quicker, and they make more out of the same amount of capital. They claim that if this system is successful in a staple department, there is no reason why it should not be applicable to every branch of the business. Selling on shorter terms would mean that wholesalers could sell on closer margins. There are several houses who have the same

beliefs as Gordon, Mackay & Co., but they have not the courage to risk their success on their belief. Others again claim that short terms are not practical for this country.

Then there are other houses who claim that to sell spring goods at four months from April 1st, and fall goods at four months from October 1st, is the only feasible way. It is the method the retailers are familiar with and accustomed to. If they buy some goods at 60 days net, and some at four months, they will send in a note at four months for the whole amount, and will get angry if it is not accepted. Or if they buy some at 5 per cent. 30 days and some at 60 days net, they will combine the bills and take five off the whole bill, and take it off in spite of all protests. The houses with capital favor the long terms, and have the idea that it is only houses who are "short" that desire shorter terms. This, of course, is not baldly true, but it is true in a certain sense.

The two methods are thus opposed to each other and each has its supporters. Long terms will obtain for some years yet, although THE REVIEW hopes that 60 days net will eventually win, not because it believes that the wholesale trade will be benefited, but because it believes that the retail trade would be thus forced to cash retailing.

A wholesaler in Toronto sent an order to a United States house a few days ago, and took off 2 per cent. for ten days. The order was returned, as their terms were only 1 per cent. The exact difference between 1 and 2 per cent. was 15 cents, but they would not break their rule, even for that amount. A certain Toronto wholesaler was approached one day by a retailer with \$1,000 cash in his pocket, and asked what he would give off for cash on a \$1,000 bill of goods. The reply was, "Five per cent." He wanted six, but the wholesaler stuck to his terms. The man went out, moved on a few doors, and made a second attempt. He got his six per cent. and his bill of goods. The wholesaler who was honest towards his brother wholesalers lost the sale of a bill of goods; the man whose only watchword was business sold the bill. These two incidents show a difference between business here and in the States. The Toronto wholesalers are jealous of the Montreal wholesalers, the Montreal wholesalers hate the methods of the Quebec wholesalers, and so long as these petty feelings obtain, the rule will be, every man for himself. There is no esprit du corps in the jobbing ranks; at least, not sufficient to enable any set of terms to be uniformly upheld. The English wholesalers will refuse to take off the 30 days' cash discount if a bill is paid on the 31st day. In Canada they wouldn't refuse even if it was the 41st. Terms in Canada are free and easy, because the men who give the terms are free and easy.

The world looks only at success. If a man is wealthy, it smiles on him, but seldom asks, "Whence came it?" The dry goods jobber says to himself, "What will it benefit me if I can say that I stuck to terms, yet was not successful?" Success, success, success! These are the watchwords to the pleasure, the esteem and the honor of the world. Each man is trying to gain success in his own way. He has not learned that he could work with his fellows, and thus attain his object more quickly. Before the dry goods jobbers can be induced to agree on certain terms and enforce them, the present generation will have to get out of business, and a new generation—with a newer education, and with newer ideas—must come up to take the place of those who have gone.

TORONTO WHOLESALERS MEET.

THE annual meeting of the Dry Goods Section of the Toronto Board of Trade was held on the 8th inst., Chairman Stapleton Caldecott presiding. The chairman presented his annual report in the following words:

"No matter what may be the ups and downs of commerce, the seasons come and go with marvellous regularity, and it again becomes our duty to present a short report of the dry goods trade for 1893 to this section of the Board of Trade. The spring trade opened buoyantly. The crop of 1893 was better than an average crop; the circulation of money was good, and until the 1st of August the trade was fully equal to the same period of 1892. Then, quite suddenly, a change became apparent; the crop prospects were unfavorable; the price of wheat was extremely low; the apple crop was a failure; the cattle trade was hampered by the fact that Great Britain continues to schedule Canadian cattle. The effect of all these combined causes showed itself in a reduced bank circulation of \$5,586,000 in three months, as will be seen by the following comparative statement:—

September, 1892.....	\$ 34,927,000
October, 1892.....	38,688,000
November, 1892.....	37,125,000
	\$112,740,000
September, 1893.....	\$ 35,128,000
October, 1893.....	36,906,000
November, 1893.....	35,120,000
	\$107,154,000

And thus the bank circulation for the last five months of 1893 has been reduced in volume fully 10 per cent. below that of 1892. Beyond these causes for reduced business, the financial stringency in the States and the coal strike in Great Britain, which is said to have reduced the purchasing power of the working class by \$150,000,000, have had an effect upon values in the exporting trade.

"The evil practice of dating goods for immediate delivery forward is still practised in the trade, and is producing a large amount of mischief—reducing the already too thin margin of profit and opening the door widely by this enlargement of credit, to a body of traders who have too little capital to conduct business upon correct business methods, and whose end eventually is insolvency, bringing loss to the wholesale merchants and serious difficulty to the retailers who have to compete against incompetent men. It will be a wise thing if the members of this section will resolutely refuse to date goods ahead, and come to a mutual understanding upon this important subject; and it will be a wise thing, also, if retail merchants in good standing will help in this matter by discouraging the system of enlarged credits and not urge these unbusinesslike concessions. It would soon result in decreasing the present intense competition for business, and thus enable capable men to reap a fair revenue for their toil.

"The very unsatisfactory condition of the laws for the collection of debts has had the attention of the section. The council of the Board of Trade has appointed an influential committee to take charge of the question of a good bankruptcy bill for the entire Dominion, and already they have presented the subject to the Government, and had the assurance of the Government, through the lips of Sir John Thompson and the Hon. George

E. Foster, that the matter shall have their careful and early attention. It is needless to say how much the commerce of the country is now suffering for the want of a proper insolvency law, and unless the Government speedily attend to the matter the condition of things must become desperate and deplorable. The question of adequate profit upon goods is an important yet delicate subject to touch upon. Each merchant (or firm) must decide for himself what percentage is needed to successfully run his business, but it must be a matter of serious concern when goods are sold at a less margin of profit than the actual cost of running expenses. Whatever may be the cause, we fear many goods are to-day being sold at less profit than would cover running expenses, apart from any interest upon capital employed. I ask your thoughtful attention to the subjects brought before your notice in this report, and feel sure that an amicable discussion will result in benefit to the interests of the Dry Goods Section of the Board of Trade."

The report was received, discussed and adopted without amendment, and a very cordial vote of thanks passed to Mr. Caldecott and the other officers of the section for their services rendered during the year.

The following gentlemen were then elected members of the Executive for 1894, viz.:—Messrs. S. Caldecott, T. O. Anderson, A. A. Allan, Charles Cockshutt, John Knox (Hamilton), Andrew Darling, and J. D. Ivey. Messrs. T. O. Anderson and J. D. Ivey were elected chairman and vice-chairman respectively.

THE NEW INSOLVENCY BILL.

A COPY of the proposed new Insolvency Bill has been sent to the members of the Insolvency Committee of the Toronto Board of Trade.

Some of the provisions of the bill are as follows:—It shall be the duty of the liquidator, as soon after his appointment as practicable, to prepare a statement from the insolvent's books of account and other available sources, showing the assets come to his hands, the value thereof, the amount and ranking of the liabilities, the accounting, so far as he shall be able, for the deficiency of the debtor's assets to meet his liabilities, and a copy of such report shall be delivered to the insolvent, who shall within fourteen days thereafter, which time may be enlarged by the court to not more than one month, make and deliver to the liquidator a declaration by him under oath as to the correctness of such statement.

The liquidator shall receive such remuneration as shall be voted him by the creditors or by the inspectors, subject to the review of the court or judge, if complained of by the liquidator or any of the creditors. If the debtor holds property under lease the liquidator shall, notwithstanding any condition contained in such lease, have the right to obtain possession of the premises for their use as liquidator for the period of two months next after the issue of a writ of attachment, and the liquidator, in the absence of a provision in said lease rendering the same void by reason of the debtor's insolvency, may within that time, with the authority of the creditors, evidenced by a resolution in their behalf passed at the first meeting of creditors or any adjournment thereof, or at any subsequent meeting duly called for that purpose, or with the authority of the inspector or inspectors, or a majority of them, evidenced in writing under his or their hands, elect to retain the premises for the balance of the term covered by any such lease, in which case the assets of the

estate in his hands shall be liable to the landlord for rent at the rate secured by such lease from the date of insolvency to the end of such term, or until he shall have disposed of said term to a purchaser, who shall secure such rent to the satisfaction of the landlord or of the court or judge. In the event of the liquidator not so electing to retain the premises, he and the assets of the estate in his hands shall be liable only for rent for the premises at the rate aforesaid during the time he shall actually retain possession thereof.

No landlord shall be entitled to distrain upon any goods in the custody of any guardian or liquidator, and any landlord having distrained upon any goods of the debtor before the same shall have come to the possession of any guardian or liquidator, shall be bound, on demand, to deliver up such goods, subject to the rights of the landlord to his preferential claim for rent.

Clerks and other persons in the employ of the insolvent in or about his business, or trade, at the time of the assignment or the issue of a writ of attachment, or within one month prior thereto, shall be collocated in the dividend sheet by special privilege for any arrears of wages due and unpaid to them at the time of the execution of a deed of assignment, or of the issue of a writ of attachment not exceeding three months of such arrears.

If after the expiration of one year from the date of insolvency, the insolvent has not obtained from the required proportion of his creditors a consent to his discharge, he may apply by petition to the court to grant him his discharge, and must at least thirty days before such application send to each of his creditors, whose claims amount to \$100 and upwards, notice of such application.

These are a few of the most important changes in the bill, and the committee will go carefully over each provision and add or eliminate such clauses as will be satisfactory to the majority.

THE WOOL TRADE.

HOLDERS of Canadian fleeces are becoming more confident. They believe that the Wilson Bill is bound to become law and that wool will soon be imported free into the United States. They do not seem to count on the fact that as soon as the Wilson Bill is passed the price of wool in the States will drop. They seemingly count on the American buyers going on and paying usual prices. This they will not do; they know how to bear a market.

In December, American wool was offered in Montreal and Toronto, scoured Texas being procurable at 26 or 27 cents. The Americans cannot use all their own wool, let alone take in the great quantity which will be offered them when the Wilson Bill passes.

Then look at this report given out in Boston on December 30th:

"The wool shorn in the United States in 1893 and grown in 1892 amounts to 299,700,000 pounds. The wool pulled from slaughtered sheep amounts to 64,000,000 pounds. There has been an increase of 40 per cent. in the slaughter of sheep during the year 1893.

"The total yield of wool is 364,156,666 pounds, the largest American clip ever raised. The next largest, in 1883, was 337,500,000 pounds, as estimated by James Lynch of New York, at that time the accepted trade statistician

"The stock of domestic wool unsold on hand in the United States to-day is 106,362,000 pounds, against 68,354,000 pounds at this time last year. The stock of foreign wool unsold on

hand at the Eastern seaboard is 23,572,500 pounds, against 18,388,875 pounds at this time last year. Prices of wool have fallen, on the average, one-third since last March."

That is, the clip of '93 was the largest on record, but the stock of wool on hand on December 30th was nearly 40,000,000 pounds larger than at the same time last year. This will be forced on the market as soon as the Wilson bill is a certainty, and the result will be falling prices.

The Canadian trade has been very quiet during the past month, very little demand has been experienced for any class of wool. Greasy Cape has been moving a little at 14 to 16c.; Canadian fleece in being held at 18 to 20c.; B. A. scoured has been moved at small quantities at from 30 to 35c.; British Columbia offered at 11 to 12½c., with little demand; Northwest moderate at 11 to 14c. as to grade.

MANUFACTURING KINGS TALK.

THE manufacturing kings of the cotton and woolen trades have been talking to the Government about what tariff reform will mean to them.

The members of the delegation were:—Mr. James Kandy, representing the Auburn Woolen Manufacturing Co., Peterboro'; Mr. Bennett Rosamond, M.P., of Almonte Woolen Mills, Almonte; Mr. J. Turnbull, of the Standard Woolen Mills, Toronto; Mr. S. Willett, of the Chambly Flannel Mills, Hespeler; Mr. George Pattinson, of Fergus, Pattinson & Co., Preston; Mr. J. F. Morley, of the Waterloo Woolen Co., Waterloo; Mr. James Rosamond, of the Cobourg Woolen Co., Cobourg; Mr. John Turnbull, of the Woolen Mills, Cornwall. Mr. Foster is anxious to see how far the Government can go without materially injuring the trade. The whole matter was therefore talked over between the Minister and the delegates. The interview was private, but it is understood that the delegates were tolerably well satisfied with the result of the talk they had with Mr. Foster. The delegation of the cotton men was smaller but mightier.

At this moment the following is a clear opposition note from the Montreal Trade Bulletin:

The depression in the cotton trade refers chiefly to colored goods, the output of which has been too large of late, and now that American goods have been brought in to divide honors, the trouble has the appearance of acuteness, and it would not be at all suprising if the Colored Cotton Mills Company made the present depressed condition of the trade a pretext for passing its dividend of six per cent., which it has hitherto regularly paid. On the other hand, what a forcible argument to propound at the present juncture, just before Parliament meets, as a reason why the Government should make no reductions in the present tariff. It certainly is not a little remarkable that the cotton magnates should be so willing to sound the lugubrious notes of the fiddle just now, such as "large stocks on hand," "business depression," "the uncertainty of the tariff changes," "we do not know what is going to happen, etc." At other times, the mill authorities keep "large stocks" and "business depression" well in the background; but now they have suddenly changed their tactics, and brought them prominently to the front, probably to get Mr. Foster's ear, which is said to be a remarkably fine one for "catchy" pieces. It is as well to inspect both sides of the present question, especially as a gentleman connected with one of the white cotton mills stated yesterday, that, so far as his mill was concerned, he could not fill his orders fast enough, and that he was booked considerably ahead. The question may, therefore, well be asked, "Is it all depression?"

THE REVIEW'S PRIZE COMPETITION.

It is the Talk of the Trade Everywhere.

EVERYBODY is talking—except a few—about THE DRY GOODS REVIEW'S Prize Competition. The essays, when published, will be valuable, because they will contain the crystallized experience of the wisest men in the trade. The subject is of the utmost importance, and especially at the opening of the new year, when everybody is revising his methods.

The competition closes on

February 15th,

and full particulars are given again for the benefit of any person who did not see them in last issue. Bring it to the notice of your best clerk if you haven't time yourself. It will make him think; it will make him read; it will make him progressive.

A first prize of \$20, a second prize of \$10, and a third prize of \$5, are to be given by this journal for the best essay on the following subject:—

The Pitfalls of the Retail Trade.

The rules of the competition shall be as follows:—

1. All the competitors must be devoting their whole time to some branch of the Canadian dry goods trade.
2. No essay must exceed 2,500 words nor be less than 1,500. Neatness will not be regarded, beyond the point that the essay must be readable, and the paper written on one side only. The sheets must be fastened together and numbered.
3. The essay must be original.
4. Each essay must be signed by a nom de plume, and both the proper name and nom de plume of the writer written on a slip and placed in a sealed envelope, which envelope must be addressed, DRY GOODS REVIEW, 10 Front street east, Toronto, and across the corner have the words "nom de plume." This envelope must be enclosed in another, so that no post mark will appear upon the former.
5. All essays must be sent in to this office not later than February 15th, and awards will be announced in the March issue, and the prize essays will then be published in order.
6. As the competition is to encourage thought among merchants and clerks, professional writers will be excluded.
7. The judging will be done by two dry goods merchants. The names of these merchants will be announced at the same time as the award.
8. Additional prizes—The five essayists who rank in order after the prize men shall each receive THE DRY GOODS REVIEW for one year. This will make eight prizes in all.
9. All prize essays shall be the exclusive property of THE DRY GOODS REVIEW.

NEW AND HANDSOME STORES.

OWING to the fact that the walking has been bad, THE DRY GOODS REVIEW'S representative has been unable to travel much lately. But, with the aid of the editorial shears, some descriptions of the newest dry goods buildings are given. The marked feature of the stores now erected is that the aim is to have the latest and best fittings and to present a handsome appearance. Bar-rooms are attractive; they are even gorgeous in towns and cities. Why shouldn't dry goods stores

be handsome and inviting? Why shouldn't they have mosaics, frescoes, cornices, gildings, mirrors and celebrated paintings?

Messrs. C. H. Wilson & Bro., dealers in household furnishings, Winnipeg, who removed recently from 215 Market street, are in their new quarters, corner of Princess and market streets. The location is an excellent one, and has 7,800 square feet of floor space. The basement contains a large workroom where the fine upholstering, which has ever been a specialty of the firm, is carried on. The street floor is perhaps the most enticing as, besides the rich appearance of the hundred and one pretty and unique designs, the walls are gorgeously decorated with etchings, pastels and steel engravings. The third floor, gained by an electric elevator, is furnished with upholstered goods and bedroom furniture. This firm does a wholesale, retail and jobbing business.

The Vancouver News-Advertiser gives a glowing description of the new and handsome store of the Hudson Bay Company. It has four stories, 100 feet long and 50 feet wide, and all are connected by an elevator. The upper two are used for storage purposes, and the second floor as a carpet room. The first floor contains the general merchandise sold by the company at this branch. It is a different place from the old forts in which the Hudson Bay Company's employees transacted business in the years of the seventeenth century.

The Moose Jaw Times says: "T. W. Robinson moved into his new store on Tuesday. The fittings and counter tops are finished in maple and ash. The ceiling is a very handsome one, being of British Columbia cedar with natural finish. A commodious office with bank screens has been fitted up in the rear of the ground floor. The second story is handsomely fitted up, and here ready-made clothing, hats and caps, boots and shoes and china and glassware will be found.

There can be little doubt that the handsome new store of Ryan Bros. in the Butchart Block, Owen Sound, is among the finest and most up-to-date in the province. The store is 30 by 120 feet, with a fourteen foot ceiling, the rear portion being devoted to a commodious millinery showroom, business office, and workroom for the milliners. The store has the largest show windows in Owen Sound. These windows are furnished with immense plate glass mirrors which are fitted in at the sides. The fittings of the store are thoroughly modern all through. Five cash railways (Barr system) communicate from the various parts of the store to the office. One of the most marked features of the premises is the excellent lighting, either by day or night. After dark the store is a blaze of gaslight, and the way in which the light is arranged is a decided innovation. Instead of the old-fashioned gasoliers running down the middle of the store—just where you don't sell goods and don't need the light—the jets are arranged directly over the counters. This is a great advantage, as it is possible to buy goods and know exactly what you are buying. The shelving is all deep, and the goods are placed in endwise. This gives a large increase in the capacity of the shelves, and assists in rapid handling of the goods. In the middle of the store, towards the front, is a circular counter for the sale of small haberdashery. Two of the counters have plate glass tops, thus serving the double purpose of counters and show cases.

Grafton & Co., Owen Sound, have been making some improvements in their store. They sell the clothing manufactured at the Grafton clothing factory, Dundas, which employs over 100 hands. T. W. Barry is manager at Owen Sound.

A CHAT WITH RETAILERS.



AZAARS are a nuisance in this country, and the retailers should combine to "sit on them." They rob the merchant of his daily bread. Supposing your wife or daughter does get her name in the paper as having lent her genial smiles to aid in the selling of goods, remember you are losing money by it. Montreal is cursed with them; the papers advertise them freely, fully and continuously, and without charge. In Toronto it is nearly as bad. In the other cities and towns of Canada,

the curse is found, more or less. Everybody rushes to them, and, in spite of their better judgment, are cajoled into paying two prices for unnecessary articles. In the interests of the trade, it should be stopped, and tradesmen should have backbone enough to firmly oppose all such contrivances and arrangements which derange or lessen trade.

AFTER THE HOLIDAYS.

When the Christmas trade is over, and the big sales are, seemingly, gone by, do not sit down and suck your paw, like a bear, for lack of something to do. Rush for trade then just as hard as ever. Devise all manner of schemes to attract people. Special lines and bargains, well advertised and displayed, will keep the coin rolling in. Keep your clerks busy and active. A half-worked clerk will soon become positively lazy. In his own interest and yours, keep him active. If he has nothing else to do, tell him to hunt up some new designs for window dressing, or inside decorations. When trade grows duller in January and February, never grow dull yourself. Then is the time when you can exhibit your superiority over your circumstances and your competitors; and you can push for a trade which is only secured by those who are ahead on the home stretch.

CO-OPERATIVE DELIVERY.

The merchants of Hastings, Nebraska, tried the experiment of having their goods delivered on the co-operative plan, but discontinued it after one month. A number of those who were in the scheme said that it worked well, was much cheaper than running a waggon themselves, but that petty jealousy among some of the merchants prevented its success. From the various views expressed it would seem that the plan might be made a success among merchants in any small town, provided all the merchants went into it and maintained the right kind of feeling among themselves, took care that goods were got ready promptly, so as not to keep the waggons waiting, and employed reliable deliverymen with a thorough knowledge of the town. Surely these would not seem impossible requisites.

WORK TOGETHER.

The new year is yet too young to warrant a prediction of what the infant will grow to be. Much depends on how we nurse the new born. Each of us must assume a certain amount of responsibility in bringing the child to the apex of success. The buyer and the salesman must each feel equally bound to advance the interests of their employers. The employer, in turn, must feel a certain amount of responsibility as to the success of his employee. Their interests must be mutual, the success of one is dependent upon the success of the other. Every effort during '94 of merchant, buyer and salesman must

be founded upon the principles of co-operation. It must be a "pull hard and a pull together." The laggard in the business race of '94 will be trampled upon and will have perforce to "get down and out."

There must be a different business tonic used this year from that used last. The ammunition must be cleaned with a better oil, and the army of dry goods men, the old veterans and the new recruits, must be more thoroughly drilled, so as to "stand attention" to the 1894 business call of "every man is expected this day to do his duty." The man with rusty arms and with his knapsack (stock) out of order ought to be court-martialed, drummed out of the army and dishonorably discharged. There must be everywhere a healthy mind and a healthy body, and there will then be a healthy trade. Feuds between employer and employee should not exist, for on the adherence of its several parts does the safety of the business building depend.

"WATCH FOR THE TURN OF THE TIDE."

Don't carry goods as ballast. It is not profitable, says the Dry Goods Economist.

Throw all dead weight overboard.

Push your odds and ends and broken lots before the end of the season, and fully resolve to carry nothing over not necessary to the well-being of the department.

Short season goods want more attention still.

A style or color in parasols that promised well in the early spring may not be half as desirable a few weeks later, and those you were a little afraid of in making first purchases may be quite the rage later on; or a new style may be introduced that will necessitate quite late purchases or loss of trade. A loss of that kind means also, in a measure, loss of prestige.

Keep your stock well in hand. Make small purchases, and re-order as often as necessary.

Do not delay an hour in ordering if the goods are needed, and do not hesitate a moment to cut the price of the styles which are slow.

That stock of wash goods sold well at 40 cents, but a cut to 25 cents July 1st would have closed out the balance, given you money instead of merchandise, and you would have been selling new goods in September at a profit instead of struggling with those few odd pieces at half-price.

Fill up broken lines unless you wish to close them out; if so, act as though you meant it; let them go.

Don't overload. In these days of rapid transit it is not necessary.

An active stock is more profitably handled, can be kept bright and fresh, and can be turned over rapidly, necessitating smaller capital and less risk, which is equivalent to more profit.

If the experience of the past dull period teaches the dry goods merchant not to overbuy, then it will have been profitable indeed.

PRIZE COMPETITION.

THE REVIEW'S Prize Competition is a new departure in Canadian trade journalism. It should draw out much practical information from retailers. Do not be hoggish with your ideas. Put them down on paper. It will do you good, even if you do not get a prize. Moreover, it will do the trade good to have your ideas and your experiences. An interchange of opinions is always beneficial. If you haven't time yourself, give your best clerk a few pointers, and a chance. It will do him good.

Correspondence.

PROTECTION FOR RETAILERS.

RE INSOLVENCY.

Editor DRY GOODS REVIEW:

SIR,—Laws are made by those holding the reins of government, who are invariably the wealthier classes; this is a point which bears deep significance. The majority of people strive for the betterment of their particular class, aim to make their own platform safer and stronger by adding a nail whenever the opportunity presents itself. This is being done at present by wholesalers, who certainly have a large amount of influence in governmental affairs regarding insolvency laws. I admit the present insolvency laws need remodelling or altering, at least in some respects, and there should be only one, a Dominion law. But let the alterations be based on simplicity and impartiality. Wholesalers are certainly in need of protection; so are retailers. The present laws admit of too much fraud, the honest retailer is forced to pay the penalty of the fraudulent ones. I maintain that either the present insolvency laws, or those now being agitated by the wholesale trade, put a premium on dishonest dealers, or at least have an immoral effect on them. I mean, by leaving them no honest way to protect themselves. Some may say it is not needed, that it is always the creditors who lose, yes, and they will lose so long as a man is forced into dishonest ways, and lose more too than they would, had the retail merchant a fair shake. Now this state of things should not exist. I see no reason why an insolvency law could not be enacted that would protect all from unscrupulous men, by doing away with the necessity of being dishonest. This is the way the difficulty could be overcome. Each bankrupt (providing his assets are larger than his liabilities), becomes a creditor to the estate for the amount of his surplus over liabilities and except whatever the estate pays; for instance,

Assets amount to.....	\$20,000
His liabilities are.....	15,000

This leaves his surplus \$5,000

He puts in his claim against the estate for \$5,000, making total claims of \$20,000 against \$20,000 assets. Say the stock was sold at 50 per cent., he, as well as the other creditors, would receive 50 per cent. of his claim. Now, I maintain that a merchant in such a condition is not entitled to lose what he has invested any more than the wholesaler has, provided, of course, that he has conducted carefully and in a proper manner the business which he was running. All such details, of course, could be embodied in the Act; there should be no preferential claim allowed or anything of the sort, no assignments in trust, the estate would simply be assigned to some honest person capable of handling it properly. Now, you will agree with me if you consider a little that fully half of the bad failures would not have been so had they protection such as I speak of. They saw the crisis coming, and in order to save themselves from losing their all they resort to some form of legalized stealing, and in the majority of cases, when he is at the stealing, he does it in good shape to recompense him for his loss of good character. In my mind, no law could be enacted that would prevent rogues from getting in their dirty work in some way. A thorough

rogue would be a rogue in the realms of Paradise. But the number can be lessened surprisingly. The more common bad failures are the more little rogues are encouraged to step in the ring. This is only preliminary and intended to draw out whatever there may be in the subject.

Truly yours,

REFORMER.

A MERCHANT ON INSOLVENCY.

Editor DRY GOODS REVIEW:

SIR,—Allow me to give your readers my views, as a business man, on the Insolvency question.

It is undoubtedly the opinion of the majority of business men of this country that an Insolvent Act should be passed by the Dominion Parliament as speedily as possible. This opinion has been expressed with no uncertain sound by the Boards of Trade in all the provinces.

The present state of affairs is causing great uneasiness in commercial circles, there being every opportunity for unscrupulous creditors to resort to sharp practices, which are nothing more or less than legalized dishonesty. Arguments are used by some people, principally legal gentlemen, against an Insolvency Act, one of which is that creditors who exercise extra vigilance in looking after debtors who are getting behind hand in their payments should be entitled to the first fruits of the spoil, and that those who have been more negligent in these matters should not share pro rata with the one who gets there first. This view of the case has a tendency to lower rather than raise the tone of commercial morality.

The Ontario Act respecting assignments, in the absence of an Insolvent Act, was unquestionably one of the best Acts that ever was put on the statute book, and worked remarkably well until the question of its validity was raised in the courts; but since some decisions have been given holding that certain sections of that Act are ultra vires a state of chaos has been brought about.

Since these decisions have been given wholesale merchants are simply disgusted, when they learn that some sharp creditor has removed the greater part of the assets of an insolvent estate, and prefer to take what is left (which is often very little) rather than throw away money in expensive litigation in endeavoring to obtain what in equity should be their share.

The necessity for an Insolvent Act was never more apparent than at the present time. The question of the validity of the Ontario Act is not yet settled, and the position is worse than it would be if that Act (although, as before stated, a good one) did not exist. It is to be hoped, therefore, that the Dominion Parliament will legislate on the matter next session. Further delay will be dangerous to our mercantile stability.

In framing the Act, the views of the Board of Trade, representing the business community, should be adhered to for the interests of the merchants of the Dominion, which are about the only ones at stake. It is true, the Act might be made to go a little further than former Acts, and include farmers; possibly, they are entitled to some consideration in this question. If so, they should make their wants known.

The Act should be made as short as possible. The more words used to express a meaning, the more opportunity exists for litigation.

The Insolvent Act of 1875 was altogether too lengthy, and consequently there were numerous lawsuits over it. The

Ontario Act in this respect is a model, and gave rise to very little trouble until its validity was attacked.

With a few amendments, to enable creditors to issue writs of attachment, and insolvents to get a discharge, etc., the Ontario Act would make one of the best insolvent acts that could be framed.

Creditors should have the right to choose their own assignee, for it is their funeral. Official assignees have not the same interest in taking the most that can be got out of an estate, whereas a man appointed by the creditors realizes that his living depends on his judicious management.

Yours truly,

OLD-TIMER.

DIVISION COURT FEES.

Editor DRY GOODS REVIEW:

SIR,—Allow me space in your valuable paper to call attention to the exorbitant fees charged in the Division Court, where only small sums are involved. I may say that I carried on an extensive business in a country town in England for many years, and used to give a great deal of credit, and never found the least difficulty in recovering money from dishonest debtors. Since I have been in Canada, I have been surprised at the loose way business is carried on, both in the wholesale and retail trades, to what it is in the Old Country. In the statistics published regarding the failures of last year, I find they amounted to no less than 1,781, which is something terrible for a population of five millions. Something must be radically wrong to produce such dire results. Now, I think the first thing is to find out the cause of all this dishonesty. One thing it cannot be hereditary, because the majority of the people have come from countries where dishonesty does not prevail as it does here. Now, the only conclusion I can come to is, that it is the Canadian law and the way it is administered that is responsible for this sad state of affairs. Let us for a minute compare the scale of fees in Ontario and in England. In England the cost of a summons for a debt of five dollars is one shilling, and if the debt is admitted one shilling more for the hearing fee, or if it is disputed two shillings. A judgment summons there costs sixpence, and the hearing fee on the same amount is ninepence more. In Ontario a summons for five dollars costs two dollars and fifty cents, or five times more than it does in England. A judgment summons also costs two dollars and fifty cents, or eight times more than it does in England. Here, sir, is the cause of all the fraud and dishonesty in a nutshell; but what shall we say about the unfortunate debtors who are saddled with such iniquitous costs? Are the courts run as courts of justice, or are they run solely for the benefit of the privileged few who receive the fees? It looks as if the latter were the case. If Canada wishes to become a prosperous country, she must build her commerce on the rock of justice, and not on stubble as it is at present. As a country she is blessed with great resources, but she seems to be ruled by men scarcely fit to adorn a county council, much less a legislature. Out of the 1,781 failures already referred to, it would not be too much to say that at least one-half of that number are caused by traders being unable to collect their accounts; therefore the onus must be thrown on the Government which allows such a state of things to exist. Their policy has made thousands of honest traders bankrupt; it has thrown thousands of working men out of employment, and it has driven thousands more out of the country;

and all this has been done by a government calling itself "Reform." The next thing is, How is this state of affairs to be remedied? To me it is very simple. Let every trader who reads this letter write to the M.P.P. for his district and give him plainly to understand that if he will not support a reform, you will do your level best to have him defeated at the next election. Try and get every trader who gives credit (and who does not?) in your town or village to join you; by that means you will become formidable, and be able to assist the Patrons of Industry, or any other combination that will help you to turn out this Government of "Fees."

Yours truly,

January 5, 1894.

A. B. C.

NOTICE TO SEALERS.

THE following notice appears in the Canada Gazette of the 13th inst.: "Public notice is hereby given that Her Britannic Majesty's Government have arranged with the Imperial Russian Government, for renewal, until further notice, of the Provisional Agreement of 1893, providing a protective zone of 30 miles around the Komandorsky Islands, in the North Pacific Ocean, and Tulenew Island or Robben Reef, in the Okhotsk Sea. Also a protective zone of 10 miles along the shores of the Russian mainland. All sealers found within these limits are liable to seizure by Her Majesty's ships or those of the Imperial Russian Government.

"(Sgd.) JOHN COSTIGAN,
"Secretary of State."

HIS LORDSHIP'S CHECKERED CAREER.



MOHAMMED—I should like greatly to play checkers with you, but we have no board.

MAHDI—I think here comes just what we want.



MOHAMMED—Your move, Mahdi.

Mr. John Boyd, of the Boyd, Bower & Brumell Co., has just returned from New York with the latest novelties. Their travelers will go out at once, and they will show some handsome fancy lines. New linen goods are abundant, silk and printed drapery goods are choice and varied, while novelties are numerous. This young company is making steady strides up the rough hill of prosperity.

SOME COSTLY ADVERTISING MISTAKES.

BY CECIL W. TATTON.

OLIVER WENDELL HOLMES says, "When you have got anything to say, say it." I want to lay bare in this article experiences which cost friends of mine about three hundred thousand dollars—good money that was lost, stolen or strayed at the Worlds Fair, Columbian, Chicago Exposition.

In the summer of 1892 I noticed that G. A. Sykes, in *Printers' Ink*, vehemently protested against heavy expenditures at the fair. He said in his vigorous manner that a display there would be like dropping a spoonful of ink into the Atlantic, hoping thereby to color the ocean black. He then went on to give the names of advertisers who had tried London, Vienna, and Paris Expositions, as well as experimenters at the American Institute Fair, and a singular unanimity prevailed that exposition advertising was all vanity and vexation of spirit.

However, the Columbian Exposition was on so grand a scale, and had attracted so much attention, that advertisers plunged in medias res, often against their better judgment. Let us hear a few of these costly denunciations against needle-in-a-haystack advertising.

One of the daintiest and most beautiful exhibits was that of Rochester Lamp Co. Here is what a representative of that firm said to me: "We feel disappointed and disgusted over the money we wasted at the fair. Our display cost us fifty thousand dollars, and we might about as well have dropped the money into the East River. That amount of money spent in newspaper advertising would have brought us magnificent returns. As it is, our newspaper appropriation will be unusually small, and we shall regret it all the winter."

The Edward Ellsworth Co. intended to make a splurge with H-O, and Sweet Clover flour. Their experience with food shows, etc., had made the members cautious, and upon visiting the Windy City, prior to the opening of the show, they decided to step out of it. Subsequent events proved the wisdom of this retrograde movement, and there are large, solid chunks of satisfaction in their Park Place offices now.

Tobaccos were not too heavily represented, but even so, those that were did not show conspicuously in the seething hodge-podge. In fact, none of the exhibits were able to compete with the Midway Plaisance. Mr. J. W. Surbrug exhibited his Golden Sceptre tobacco at a vast amount of trouble and expense, but now regrets the time that was money and the money that was time. "It was a big mistake," he told me, "and a pretty expensive one, but it's of no use crying over spilt milk. Legitimate advertising pays me well, and hereafter I shall stick to the legitimate."

Messrs. Bernheim Bros., of Louisville, Ky., exhibited their celebrated "I. W. Harper," Nelson County, Ky., whiskey, with a most picturesque and effective log-cabin display. While the whiskey gained advertising doubtless, it by no means compensated for the outlay of time and money.

One of the Wyckoff, Seamans and Benedict firm said, "If we had depended upon our exhibit at the fair, to advertise the Remington type-writer, we should have been hopelessly disappointed. The returns and publicity would have been almost nil. We worked several schemes, for all that was in them, and we think—we think, mind you—that we may have returns, direct and indirect, somewhat commensurate with the heavy

expense incurred. We had Remington machines all over the fair. The Indian girl, trained as a stenographer, operated a Remington, and the blind asylum exhibit of the State of Illinois used our machines, and so on. Then we gave away maps of the grounds and other things. If there be any good or any virtue in Exposition advertising, it is acquired by supplementing proceedings."

Many manufacturers took floor spaces, hoping to gain awards of merit, and advertise this fact, but even this ray of hope has been cut off, for all exhibits, irrespective of age, sex, or previous condition of servitude, have been rewarded. Thus the awards have been rendered valueless, and many, very many of the large firms formally withdrew from the "prize contest," refusing to be subjected to the ignominy of an "all prizes and no blanks" system, for the small fry are put on an equality with the large exhibitors, and the first made last and the last first. Besides this, a Chicago friend writes me that two of the judges have been convicted of offering to regulate the calibre of the awards according to the consideration received. This "quid pro quo" offer is the unkindest cut of all.

The Joseph Dixon Crucible Co., the Eisner & Mendelson Co., and the Bovine people are other regretful exhibitors, and the list can be made as large as an Englishman's opinion of himself, besides which, every branch of industry comes in, from whiskey to shoes; medicines to hymn books.

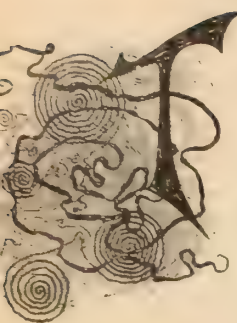
Even the advertisers who gave large contracts for sign advertising are dissatisfied. It is just as easy to count the stars as to remember any one particular thing, among the jumble and confusion of the fair. C. S. Houghtaling, the New York sign-painter, remarked in this connection, "I refused to do any sign-painting in or near Chicago, last winter and spring, for it was so over-done. I wouldn't rob advertisers red-handed in this way." Now that Chicago is about to return to its pre-exposition oblivion, these signs will be worth less than ever, which points the moral that one loaf for three hundred people is neither "grateful or comforting."

There is an important lesson to be derived from these costly experiences. The road to expositions is paved with good dollars, and circulars are already being sent broadcast from other cities and states where fairs are about to be perpetrated, and manufacturers are being given unparalleled and unprecedented opportunities to "advertise."

I don't know any more fitting finale to this little article than old Commodore Vanderbilt's utterance: "Any d—— fool can make money, but it takes a smart man to keep it."—The Advertisers' Review.

The consumption of umbrellas depends very much on weather conditions. Stocks are sometimes quickly reduced. The natural wear differs very much as to the persons who use them. If all were alike careful umbrellas would last a great deal longer. Bad usage is the greatest factor in the wear of umbrellas. Some people never learn how to handle them, especially when the wind is violent. The clumsy manner of rolling, the carrying grasped in the silk part by the hand, the thumping, jerking and twisting are all methods by which umbrellas are destroyed without regard to any advantage which they may have in excellence of materials and workmanship. A good umbrella is a durable article when properly used, but careless or rough usage will quickly ruin the best of them.

THE MONTREAL TRADE.



TRAVELERS have only been out a short time, and it is yet too early to form any reliable opinion of what spring prospects are for dry goods. It is worthy of note, however, that the houses who claim to be able to form an opinion manifest a reasonable degree of confidence in the future. Their chief complaint appears to be regarding the possibility of tariff charges, which is seriously interfering with trade and the cause

of some bitter complaints. Many buyers have the idea that some radical changes are bound to ensue, and hence hold off both on imported and domestic goods, as the prevailing impression is that whatever change there is will have a tendency to lower prices. No one wants to order ahead, therefore, to any large extent, but if they do want it expressly stipulated in the bargain that they will be protected should changes in the tariff result in a reduction in price. This is, of course, the reverse of pleasant to wholesalers and jobbers who have on hand, or close by, large quantities of goods on which they will pay existing duties, but in the event of changes in the tariff leading to modification in price may have to sell at a material reduction in price. For this reason they contend that wholesalers who have bought for importation in good faith should be protected also, and that in the event of any changes a reasonable time should be allowed before the new enactments come in force. Briefly the question of tariff changes is the main subject of discussion with the trade at present. The consensus of opinion seems to be in favor of the doctrine that tinkering at the tariff is unwise, and in consequence the opposition to proposed changes is likely to be keen. This at least is the expectation in the case of cotton goods, on which there have been some talk of changes.

In this connection the last decline on white and grey cottons of from 7 or 8 per cent. is interesting, as opinions differ among the trade as to the primal cause. On the one hand it is contended that the mills have too heavy stocks of some lines, and that a result of this has been that one or two of the mills of the colored cotton combine, one in New Brunswick and one at Hamilton, are now running on half time. It is not known at the time of meeting whether any other mills of the company will be put on reduced time, but a director intimated that it was probable. On the other hand the president of one of the large white cotton establishments has said publicly that the establishment was booked ahead and that he could not fill his orders fast enough. It is whispered also that the possibility of the very tariff changes referred to above may not have a little to do with the recent reduction in price and in working hours. It is said it will furnish a good argument when the time comes for the cotton interest to urge upon the Government that there should be no reduction in the tariff. It is certainly not usually the custom for manufacturers to trumpet for the fact that there are large stocks weighing on the market, but rather the reverse, to keep the circumstances as much in the background as possible. In view of this recent developments may be significant.

The popular shades for spring dress goods seem to run to tan colors and various kinds of brown and slate effects.

With regard to the competition of American cottons talked about by some, the trade here say that of course some have been

sold in Canada, but they protest that the aggregate quantity is a bagatelle, and not sufficient to exercise the effect that some of the pessimists predicted.

Aside from the decline in cottons the general run of values has been firm. Woolen goods in fact show a stronger tendency, notably on British fabrics, and the strength in all kinds of linen goods owing to the position of flax has already been pointed out in these columns. It is fully maintained, in fact all the linen goods now arriving show higher prices.

Aside from the uncertainty caused by expectations regarding the tariff trade, on the whole has been fair, and orders taken to date by travelers now out for all classes of goods are fully as large in most cases as those of the same date last year. Reports from different sections are fairly favorable.

One of the principals of a leading house devoted to specialties made a flying visit to three sections recently. East of Toronto, in some towns, stocks were pretty large, but in the Eastern Townships and up the Ottawa Valley he considered that the prospects for spring trade could hardly be better.

Some of the trade note that despatches from St. John, N.B., state that the Canada Colored Cotton Co. was reported to be a creditor in a retail failure in that city. They think that this must surely be a mistake, as under existing arrangements it would mean that the Cotton Company had flagrantly violated their agreement with the wholesalers.

S. Greenshields, Son & Co. are showing samples at present of some handsome lines of new dress goods, notably some plain whipcord, satin cloth armures and plain diagonals. Mr. Fraser says that it is essentially a season for plain designs in dress goods.

Stock-taking among the majority of the houses revealed the fact that supplies of fall and winter goods had been worked down fully as low, if not lower, than last year. This, considering the character of the weather this fall, is a favorable feature.

S. Greenshields, Son & Co., Gault Bros. (in fact, all the houses) say that their stocks were down to the right level. Some houses, in fact, say that they have hardly a piece of old goods in their warehouses. Wm. Agnew & Co. report this in the case of their dress goods.

S. Greenshield, Son & Co. expect a big lace season, as laces and braids give indications of being a selling line for trimmings. They have accordingly made ample provision for future calls that might be made upon them.

In the orders that are coming to hand there appears to be a fair run on hopsacks, epangelines, in fact all kind of goods that lend themselves to nice draping. Wm. Agnew & Co. have sent forward several large orders of this class of goods during the past fortnight. The same firm are showing also some bright faced box cloths in all the new shades, which are said to be just the thing for tailor-made costumes.

Priestly's dress fabrics are selling very well, and S. Green-shield, Son & Co. who control these goods state that they have a list of samples this season that will be bound to suit the taste of everyone. The same firm note also that challies are holding their own. They show some pretty effects in silk stripes in this class of goods.

A recent serious retail dry goods failure was that of Edward Lepage, of this city, who assigned at the demand of Messrs. D. McCall & Co. The liabilities are about \$30,000. Messrs. McCall & Co. are interested to the amount of \$20,691; Lindell,

Lesperance & Co., \$1,478; W. A. Murray & Co., \$1,338; Geo. Bourgoin & Co., \$1,437; A. Racine & Co., \$1,371; and Ives & Co., \$1,102.

Cashmeres, as usual, are a staple selling line, and Gault Bros., who did a very large trade in them last season, expect an equally large one this year, and have provided for it. They offer a range of these goods, comprising forty-five or fifty shades, and claim if they cannot satisfy a buyer with the assortment of goods they show him, he must be hard to please, indeed.

Heavy serges are always a staple line for comfortable dresses for all seasons, and Wm. Agnew & Co. show a full range of these in wide wales, also fancy dress goods in honey comb effects in plain and changeable colors.

Jas. Fisher & Co. are getting in their usual extensive supplies of spring woolen goods and gentlemen's trimmings. They consider prospects fair for the spring turnover.

Brophy, Cains & Co. offer as usual very full lines of fine imported print goods. Their receipts are already fair, and they have an additional round quantity on the way. There is something to suit the taste of everyone.

James Johnston & Co. did a very heavy trade last season in velvets and velveteens. In fact, in some shades they could have sold hundreds of pieces more. They offer this spring a very extensive line of sunbeam velveteens in a bewildering variety of shades.

Glover and Brais show extensive lines of neckwear this spring. A specially taking line is a line of polka dot neckties, running from \$2.25 to \$4.00 per dozen, in black and white and blue and white. They offer, also, an unusually large line of white dress bows.

Thouret, Fitzgibbon & Co. report a steadily advancing glove market, and say that if buyers are holding off in the expectation of getting better terms in the case of new importations, they are much mistaken. The firm still have some goods in stock, however, which they offer at the old rates, but on all new importations buyers have to pay an advance.

Gault Bros. have just received an extensive line of domestic colored cottons and prints. The finish and general make-up of these goods reflects great credit on Canadian makers.

Mr. A. F. Gault of Gault Bros., was elected a director of the Bank of Montreal during the past month, to succeed the late Sir John Abbott. Mr. Gault is one of the leading merchants of Montreal, and in addition to the extensive dry goods business in which he is interested is a large stockholder in the various cotton and woolen mills of Canada. He is now President of the Montreal Cotton Co., Montmorency Cotton Mills, the Globe Woolen Mills, the Campbellford Woolen Mills, the Dominion Cotton Mills, and the Canadian Cotton Mills, and is also a director of the Hochelaga Cotton Mills.

TORONTO TRAVELERS.

THE members of the Toronto branch of the Commercial Travelers' Association of Canada held their twenty-first annual meeting in Shaftesbury Hall on December 29th. President Van Norman occupied the chair, and on the platform with him were Messrs. A. A. Allan, Warring Kennedy and J. C. Black, past presidents of the Association. About 100 members were present when this meeting opened, at 11 o'clock, but this number was doubled in the afternoon. The principal business in the morning was the discussion of a proposal to make a

change in by-law No. 68, which provides for the payment of mortuary benefits, but no change was made.

The report of the board of directors, read by the president, was received with applause. In moving its adoption, Mr. Van Norman gave a capital address, tracing the history of the association from its inception to the present time, and prophesying for it a bright future. The report showed that the large surplus of \$16,118.53 had been carried to the permanent reserve fund. Since 1875 the membership of the association had increased from 558 to 3,600. In 1873 the surplus was only \$959.63. At the present time it amounted to \$223,179. In addition to this the mortuary benefits now amounted to \$172,967, and accidental bonuses to \$29,277. The membership roll had increased by 196 during the year, the total number now being 3,598. The amount paid for accident claims during the year was \$3,647.50, and the sum of \$20,010 had been paid in mortuary benefits. A resolution of condolence with the families of deceased members was moved by ex-President A. A. Allan, seconded by Mr. Warring Kennedy, after which the meeting adjourned. The discussion of the report was again taken up in the afternoon, and was, after a few unimportant changes, adopted.

During its discussion Mr. H. Bedlington, of Toronto, caused a slight flurry of excitement by stating that it had been represented to him that Secretary Sargent had been getting commissions from the London Guarantee and Accident Company in connection with his work in the association. He demanded an investigation, but the matter dropped with a dull thud when the Secretary read letters from the chief at the headquarters of the company and from Mr. William Badenach, the agent here, stating that he (Sargent) had made no agreement with the company and had no connection with it. When urged to give the name of his informant, Mr. Bedlington stated that it was a former bookkeeper of the company.

The president then read the report of the scrutineers on the ballot for officers. This resulted as follows:

President, C. C. VanNorman; first vice-president, Robt. H. Gray; second vice-president, R. J. Orr; treasurer, J. C. Black. Board of Directors, M. C. Ellis, C. E. Kyle, John Burns, John Muldrew, R. H. Cosby, T. P. Hayes, John Orr, E. E. Starr, George West, W. L. Brock (Winnipeg), H. Miller (Winnipeg).

The total number of votes cast was 1,102, the spoiled ballots being 35.

The auditors, Mr. William Badenach and Mr. William Anderson, and the representatives of the Industrial Exhibition, Mr. Warring Kennedy and John Burns, were reappointed. After speeches by the new officers the meeting adjourned.

MAKING THEM SICK.

ONE of the meanest practices is when a traveler calls on a customer to sell shirtings, say, a well known line is shown, but the merchant says he has bought. The traveler then proceeds to make him "sick" by quoting a cent below regular prices. The customer is alarmed, he immediately writes to the house he purchased from, and they must lose the order or come down. This is the way cutting begins. It's a mean business selling dry goods—sometimes.

Messrs. H. Shorey & Co., of Montreal, proprietors of the Rigby waterproof garments, are sending out a photograph of Lady Aberdeen to all their customers, informing them on the back of the photo that their representative will call on them.

CARPETS AND CURTAINS.

SORTING orders will not be sought for very much by jobbers until about March 1st. The placing orders are not all in yet, merchants being slow to decide. Trade promises fairly well for spring for both importers and manufacturers.

JONH MACDONALD & CO.

John Macdonald & Co. have a splendid stock of lace curtains in Swiss and Nottingham goods. In the Swiss goods the leaders are Irish Pointe designs and Brussels patterns. In Nottinghams they carry the lowest to the highest grade, in which flore patterns predominate. In chenille curtains the colorings and patterns are much the same as last year, plain centres with dado ends and fringe top and bottom. The only thing that changes is the prices, and their tendency is decidedly down-



Jas. P. Murray, President Toronto Carpet Company.

wards. New designs in Wilton and Axminster rugs are being shown. All-wool and union art squares are shown, similar in style and coloring to the new carpets. That is, the colors are light and patterns quiet.

JAMES P. MURRAY.

The president of the Toronto Carpet Manufacturing Company, James P. Murray, was born in Limerick, Ireland, in 1852. In 1854 his father, W. A. Murray, moved to Toronto, and in this beautiful city the family have since resided. Young James was educated at St. Michael's College, Toronto, and at St. Hyacinthe, Province of Quebec. The late respected W. A. Murray founded the Toronto house of W. A. Murray & Co. soon after landing. This house soon took its present rank as the largest and finest exclusively retail dry goods concern in Canada. The founder was a noted figure in business circles abroad, and crossed the ocean 153 times as a buyer for his firm. In this business Jas. P. Murray was brought up and spent 26 years, studying every branch and frequently visiting the British

and foreign manufacturers. Two years ago, after nine years' experience in the decorating and furnishing of houses, being convinced of the great opening for a better class of carpets than were being made in the Dominion, he commenced his career as a carpet manufacturer.

THE TORONTO CARPET MANUFACTURING COMPANY.

With this move of Mr. Murray's began also the career of the company, of which he is president. The company was chartered in 1890 with a capital of \$50,000, the management being, James P. Murray, president; F. B. Hayes, secretary and treasurer, having with them as co-directors A. Claude Macdonell, of Toronto, and Louis M. Hayes, of Peterboro'.

The initial scheme of the new company looked to the production of a better grade of ingrain that was then being offered in Canada, whether of English or Canadian manufacture. This, of course, meant an advance in dyes, designs and in standard of weights. The styles shown in Canada had been a hybrid between certain lifeless English effects and the crude output of the struggling mills of the Dominion. Taking English extra super as a basis the new company determined to surpass them, though these were already heavier than the American consumers required. To excel meant better stock, more of it to the yard, and a higher price list. The outcome was the famous "Maple Leaf Brand" of extras, 3 plys, C.C.'s, medium wools, and medium unions, all these showing an increased consumption of materials per yard and per piece, and a general lifting of standard.

Preliminary to this advance, however, the question of modern scouring machinery and the scientific treatment of yarns in all their processes was considered. Yarn makers were put under bonds to use only the best lard oil in manufacturing, and mineral oil was absolutely forbidden. How to get away from the old and obsolete designs which had been hawked over the Canadian market next claimed attention, as did also the latest results in special weaves. The best designers and inventors in the United States were consulted and their best work adopted, the aim being to place the Toronto ingrains on a level with the leading Philadelphia mills. Skilled dyers were also employed and the choicest colorings only were purchased, both aniline and alizarine. The first output of the mill showed that the highest standard had been adopted in these essentials, and the brilliancy and depth of the colorings soon told in their favor. These preparations had all taken place in the fall of 1861. The spring line began to capture orders as soon as shown, and finding that the nine looms they had in position would not fill orders promptly enough, the company purchased the entire plant of the Ontario Worsted Company and quickly removed all their thirteen fine power looms from Elora to Toronto, thus making the plant at Toronto the largest in Canada producing ingrain carpets.

It was quickly decided that the premises, Nos. 1 to 3 Jarvis street, would be insufficient for the increasing business, and the result is the handsome and spacious factory illustrated in this article and situated on the south-west corner of Jarvis and Esplanade streets. This has a frontage of 100 feet, with a depth of 70 feet, four storeys high and finely lighted on three sides.

In August, 1892, President Murray finding his manufactures so highly appreciated by the trade, determined to withdraw from the old firm of W. A. Murray & Co., and to devote his future energies to the production of carpets. Having studied out

the purposes and technique of the various makes of three-quarter carpet, he decided that a carpet having all the wool on the face, and the tufts so tied in as to be bound to stay, was a desideratum, and he produced a new fabric which he christened "Imperatrix Axminster." For this the following points are claimed: 1. All the wool is brought to the top. 2. The chenille is tied down 100 times to a square inch—i. e., 10 ties to an inch of chenille and 10 picks to an inch. 3. The stuffer is of jute, tow or other coarse material to fill the fabric, which works completely between the face and back, giving stability and weight. 4. The back is composed of linen or cotton warp, which is confined entirely to the back and which is filled with jute, tow or other coarse yarn. This carpet, the Toronto Company contend, must wear well, being so well bound. It looks as well as an eight-shot axminster, and will not cost more than one-third as much.

EMPIRE CARPET WORKS.

The following is a short history of the Empire Carpet Works, St. Catharines, Ont., of which Mr. James H. Etherington is proprietor. Mr. Etherington was born at Barnard Castle, Durham county, England. His father was an Old Country carpet maker; in fact, for a whole generation the Etheringtons have been brought up in this business, so now at the present time Mr. James H. Etherington has a thorough knowledge of carpet making. When Mr. James H. Etherington first came to Canada, three years ago, he started manufacturing carpets in the town of Paris. When he opened up there he started his factory with three looms; then business began to increase so rapidly that he decided to build or rent a larger building, so that he could increase the small number of looms to ten, which he did. Six months had not elapsed when he found that he could not supply his customers, even with the extra looms and employees. At this time the business men of St. Catharines offered Mr. Etherington great inducements to bring his works there. After due consideration he did, knowing that St. Catharines had better shipping facilities and was more of a central city for a manufactory of this kind. Mr. Etherington deserves great credit for the way in which his factory is run. He has thirty looms, which are run by electric power; the factory is lighted by electricity; his workmen are all Old Country weavers. In connection with his factory he has just erected a large dye-house. Knowing from long experience

that he could not get his material properly dyed without grease and dirt of all kinds, he sent to Philadelphia for a dyer, who is now here running the dye works. He has the latest process of dying and scouring in America, and there is not one yard of carpet sent from the factory that is not a credit to the buyer or manufacturer, and he is open for competition with American, English or Canadian makers, knowing from the skilled workmanship, and new process of dying and scouring, which is done



World's Fair Exhibit.

on the premises and under his own observation, and the latest patterns and designs, and new machinery, he is able to stand shoulder to shoulder with his competitors. He makes a specialty of two and three ply all-wools, union (all grades), art squares, and stair carpets in union and wool.

Canadian carpet factories are yet in their infancy, and the future will see the infant industries grow to large proportions.

ADVERTISING ADVICE.



ADVERTISING is like a wheel, it has no ends. Like a circular race-track you get on, and start, and you never come to a particular stopping place. Of course, you can get off anywhere; but the man who goes on steadily is more of a plodder than the man who stops for a while, and hence accomplishes more. Advertising is profitable only when it is continuous. There must be no cessation. The intensity may increase or decrease, but a total stoppage is disastrous.

Advertising is like the earth with its perpetual motion on its axis. What was good advertising yesterday may not be good advertising to-morrow. The methods which made money for Pear's Soap in 1874, might make them lose money in 1894.

Advertising methods are advancing, as men know more and more about it, as more men give their attention to it. The successful advertiser of to-day is the man who studies the methods of the best men, and then thinks beyond them. There is no royal road to learning how to advertise.

A BRANTFORD HAND-BILL.

Caudwell of Brantford, Ont., sends us a copy of a refreshing hand-bill:

TROUBLE IS FORGOTTEN

WHEN YOU LEARN

CAUDWELL'S PRICES

They are always at low water mark.
We don't give goods away.
We can sell goods very low.
We do! This is a fact.
We might brag about it, but what's the use?
A word to the wise is sufficient.
It's as true as truths.
We sell goods cheap; we prove it.
We don't have any bogus sales.
Or selling off, building sales, Thanksgiving
or yearly sales.
We have not had ONE selling off since we
have been in business—over 15 years;
this proves that we sell our stock every
season.

CAUDWELL

A GAELIC ADV.

Mr. A. Munn, a Ripley dry-goods man, advertises in the Enquirer in this fashion:—
"MATH. AR DUTHCHA.—The Nar Beachd, Reic Saor, Aodach is Fhiach, \$1.00, air son 75c. Cotaichean, Uachdair is Fhiach \$14.00, air son \$10. Tri Mile pund Ti, Cuig, pund air son dollar. Taghail aig Stor agus faic na tha aig de Bahathar de gach Seorsa, agus e re reic gu saor. AONGHAS MUNN."

Our translator gives the following version of it:—"For our country's good. It is our purpose to sell cheap. Cloth worth \$1.00 for 75c. Top-coats worth \$14.00 for \$10. Three thousand pounds of tea, five pounds for a dollar. Call at the store and see what she has of goods of all kinds, and it is to be sold cheap."

A FUR ADVERTISEMENT.

The Hudson Bay Co., gets off some good ads. Read this:

FURS.

These are the days when you feel their need. The biting wind and penetrating calls for better protection than mere cloth can render. Furs are not only cosy and warm but luxurious as well. No other garment is so bourgeois in effect and with the exception of Dolge's Felt Boots, none other so proper for our northern climate. To go a little further, we might call your attention to the fact that no other fur merchants could be reasonably expected to sell you furs, reliable furs, at the same prices as the Hudson's Bay Company.

Furs, like jewels, must be purchased largely on the good faith of the firm which sells them. You don't know, can't be expected to know, the actual value of a fur garment. It may be of good appearance, but you must trust to the experience and good faith of the store which sells it to you when you look for wear and reliability. Do you know of any store you would rather trust than this?

As to price—you know that mere figures do not mean much, but we feel that we can do you a service by calling your attention to our Blue Opposums, Grey Persian Lambs, Black Persians, Astrachans, Grey Opposums and Minks. We feel that in these particular lines we have values that will say a good word for the Hudson Bay Co.'s Stores.

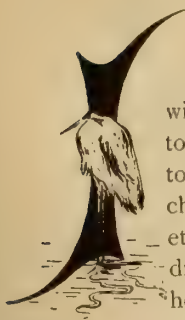
A TAILOR-MADE DRESS.

"The success of a fashionable beauty often depends on a tailor-made dress." Daily Paper.

HE thought her an angel, he called her a dove,
And knelt at her feet in the fetters of love;
He dwelt on each word from her ripe ruby lips,
And imprisoned her hands in most tremulous grips.
He felt that his life by a spell was o'ercast,
That, till life's strife was o'er, would triumphantly last;
But he knew not the spell, to sublime too express,
Subtly lurked in the folds of a "tailor-made dress."
He raved of her beauty, in prose and in rhyme,
Her Venus-like contour, her movements sublime,
Each pose was a poem, her exquisite grace,
Unequalled by seraphs that float amid space.
The skill of the sculptor, the poet's bright dream,
Ne'er imaged a form in such beauty supreme.
Around her, fond Cupids her beauties caress,
And sport mid the folds of the "tailor-made dress."
The curved undulations that censure defied.
Were the work of a tailor, cross-legged and cross-eyed.
The soft charms that studded Love's rose-tinted bower,
Were "extras," and paid for at sevenpence an hour.
For the spell of her charms round the captive was thrown,
In the form of six yards of blue serge, and whalebone;
And none but the nymph ever traced her success,
To the artist who fashioned the "tailor-made dress."

J. P. THORNTON, in Minister's Gazette.

SUGGESTIONS FOR WINDOW DRESSING.



IN these days of improved fixtures for displaying men's furnishing goods, it ought not to be very difficult to make creditable case and window trimmings. Time was when, in order to make any kind of a fair show, it was necessary to resort to all sorts of rigging, such as cord, chains, wire, poles covered with paper or cloth, etc., and where now a fairly expert window-dresser can finish a window in two or three hours, it used to take him a whole day.

Under these circumstances there can, therefore, be no excuse for having show-cases or windows carelessly dressed, or materials kept in so long that goods become dusty and faded.

For the benefit of many in the business who have not taken pains to become interested, and therefore have taken no pains to have attractive displays, a few hints of a practical nature on this subject are here offered.

Ask any clerk, "Can you trim a window?" he will answer, "Oh, yes, of course, I can." Put him at it, and put a twenty thousand dollar stock at his disposal, and how often is the result a window which may drive customers away, but, certainly, does not attract them.

Of course, every furnishing goods window should be fitted up with fixtures which are specially invented for, and adapted to, the showing of these goods. They are made either of brass, polished nickel or black (burnished) nickel. The first two are at present very much in use, the latter which, by the way, are quiet but "tony," are comparatively new, and are as yet very rare.

To be able to make displays suitable for any and all goods in the furnishing goods line, the following arrangements of fixtures are quite convenient for any ordinary window.

There should be four uprights, two towards the front, say eighteen inches from the front glass and the same distance from the side glass or wall, the other two in line toward the back of the window. They should be fastened to the ceiling and reach to within say eighteen inches of the floor, allowing an unbroken and clear base. They should have a liberal number of "saw" brackets according to the height of the window, say from four to eight on each upright, enabling innumerable rods to be used both for showing goods towards the front as well as sides, if there are such views.

The posts, or uprights, being eighteen inches from the front corners, should have arms, placed in sockets, which can be used to great advantage, enabling the display of light articles well into the corners. These are really all the fixtures required, with the exception of a few hooks screwed in the centre of the ceiling, for the purpose of hanging bath robes, dressing gowns, etc., at full length. Having innumerable rods on hand, they can be used in every direction to suit the goods to be shown, and the taste and fancy of the window-dresser.

The base should be covered with flannel or ladies' cloth of a plain neutral shade, say grey, drab or medium slate, which will harmonize with nearly every color or shade. This covering should not be tacked down, so that it may be removed and brushed during the process of window-cleaning and trimming.

After the glass has been cleaned the saws, arms, and rods should be "placed" in the upper part, continuing downward as may be required.

In order to avoid the disarranging of goods, and the consequent double work, the order of dressing of a window should be

about as follows: First, the upper front and sides; next, the upper back; next, the middle front and sides; next, the lower front and sides; next, the whole centre; next, the middle back; next, the entire base, and, last, the lower back.

There are three different styles of dressing a window. First, a mixed window, where every rod, bracket, and arm and every space is made available for display, which gives it the appearance of being crowded and containing sometimes a large quantity of goods.

Second, a mixed window, in which different articles are displayed, but well spaced, and containing few goods.

Third, a "solid" window.

It has probably been observed that the first is generally used by furnishers and clothing stores who have but one window at their disposal; it may be a large one, and made by those who carry a cheap and popular class of goods, and their object seems to be to show all they carry to impress the unwary passer-by with the great variety of goods at popular prices.

The second style is probably made up more than any other, and by dealers who carry a fair stock and go on the principle of showing a little of everything they have that is new.

The third style has been adapted largely by the high class dealers, putting a few goods in, one article at a time, and changing sometimes twice a week. It is also carried out by large clothing houses, who have a number of windows for the use of furnishing goods, and dressing each one solid.

It is proper to state here that while every one may have his own idea of "how to make a good window" and what constitutes, "a good window," a single rule does not apply to all dealers, and the fact that very successful merchants continue to dress their windows to suit the peculiar conditions of their business in the three styles mentioned is the most conclusive proof—Clothier and Furnisher.

A CUSTOMS SEIZURE.

WHAT may turn out to be a very important seizure was made in Montreal on Saturday, although the goods actually seized so far only amount to one case of kid gloves imported by the Montreal agent of Perrin & Co., the great glove manufacturers of Grenoble, France. The importation of Perrin's gloves has very largely increased of late years, and the fact that these goods were being sold cheaper than those of other manufacturers led to the suspicion that there might be something wrong about the importation. An examination of a case of gloves at Montreal on Saturday showed that there was something very wrong with them, as the goods in the case did not correspond at all with the invoice, being considerably undervalued, and they were accordingly seized. It is understood that a thorough investigation will be made by the Montreal customs officer who made the seizure. The gross frauds exposed by the Boyd, Ryrie and Campbell seizures last summer and the systematic undervaluation and substitution of fraudulent for genuine invoices discovered in that case opened the eyes of the customs officers at Montreal, and they have lately been keeping a sharper lookout for undervaluations.

Tea gowns, with the loose Watteau back, so comfortable, are no longer so much the rage as a tighter fitting garment with the reigning eccentricities of large sleeves and wide revers.



SPRING GOODS AND STYLES.

WHAT THE DIFFERENT WHOLESALERS SHOW THE NEWEST THINGS IN DRESS GOODS, SILKS, LACES, EMBROIDERIES, BRAIDS, ETC.

RIGHT buying presupposes a full knowledge of everything thing that is shown on the market. This knowledge can be gained only by an accurate study of the samples of each wholesale house, but this is a task which few merchants would care to attempt. THE DRY GOODS REVIEW presents its readers with a considerable amount of information, gathered by its representatives during their visits to the wholesale houses. These are not reading notices, paid for at so much per line, but genuine pieces of information, the accuracy of which is guaranteed by THE REVIEW.

DRESS GOODS.

When the retailer scans his fashion journal with a view to determining what fabrics and colorings in dress materials will prove sellers, he would do well to bear in mind that for the coming season, first, that all wool stuffs are so cheap that cotton warps are relegated to a position of obscurity, and as single widths have passed out of existence, so is it at present with cotton warps; and wool or silk and wool materials have the entire trade.

Secondly, all fancy weaves and combination effects for the coming season are dangerous and should be bought sparingly and only in short lengths, in fact never did season open when the retailer had plainer sailing before him. Prices are in his favor. Plain fabrics or fancies of a staple nature are in vogue. The range of shades is well defined and not of that risky order that has prevailed for some seasons past. And while it may not be wise to mark goods with quite the usual profit, he can afford this, because, at the close of the season, little if any slaughtering will have to be done.

W. R. Bröck & Co. show some neat black and white striped goods for spring. They are new and make very natty costumes, to be worn with black and white veilings, and black and white millinery. Wool fancies are numerous and striking, with small figures. Basket weaves of various kinds and in combinations are shown in two-tone effects. An ombre effect in a light wool fabric is very pretty. Fancy shots are shown with figures of various kinds. Fancy diagonals are prominent, especially the soleil. Some hopsacks are shown in light weights. Wool delaines have small patterns on dark grounds.

Caldecott, Burton & Spence show in the plainer goods whip cords, diagonals, jacquards, and satin-finished goods. Anything with a satiny face has been a seller with them. The leading

colors are fawns, closely followed by browns and greens; the browns running to a light golden and a madore cast. French Henrietta serges are strong and are meeting with favor, while diagonal and estamene serges are going even better than a year ago. Navys still lead in this, with browns and blacks close after. Estamene hopsackings in plain and fancy weaves have been picked up fairly well in navys, browns, and blacks. In fancy fabrics small diamond checks, and some where the checks are in contrast, are reported to be strong. Plaids are only fair, and the same may be said of shots. Silk figured goods and crocodile effects, showing a silk background with the silk of a contrasting colour to that of the wool, have had many admirers. Crepons are being delivered now for evening wear, as late deliveries are useless. Black goods of a crocodile weave are new. A Sebastopol stripe is in appearance like a Soleil, but is of a duller finish, and has not the bright satiny effect of the latter. In the cheaper lines goods of a light tweedy nature, or of a showy shot effect are numerous. Very pretty silks and wool checks are shown at a low figure. Delaines are shown in black grounds with heliotropes, lilacs, and fancy flowers, of a small, neat character. Delaines are questionable property.

John Macdonald & Co.'s leading lines in dress goods are henriettas, hopsackings, whip cords, nattes, matellatus, cheviots, mohairs, silk stripes, fancy check and floral effect delaines, alpacs, diagonals, soleils, satin cloth, canvas cloth, silk striped cantons, fancy honeycomb, Sheppard checks, lustre diagonals, spider web cloths, shot effects, crepons, nun's veiling, grenadines, and all the latest novelties in French and German dress goods.

No well-posted buyer would think of ignoring the claims of Gordon, Mackay & Co.'s dress goods department. Preparations for the coming season have been made on their usual liberal scale. Their shade card, for standard and staple cloths, such as Henriettes serges, whipcords, diagonals, Epinglines, Granites. Pointille, drap d'Aberdeen, etc., consists of 60 shades. In silk warps, Henrietta, Fayette and Endora will have the call. Other light-weight materials may, of course, owing to price, outsell them, such as Clairette, Albatross and Princetta, but when price is not an object, silk warps are good property.

Alexander & Anderson have long been well-known as a leading dress goods house, and are always up to date with the latest novelties in dress fabrics. They are showing an extensive range for the approaching season, and their exhibit embraces many smart and stylish materials. The prevailing taste seems to be for plain shades, also neat and small effects, such as

YOUR GREAT GRANDFATHERS

WE venture to claim, never heard of the word "advertise." No wonder they lived to a good old age. What a happy time they must have had in those good old days. No trouble in selling goods. No worry as to which was the best advertising medium. Wouldn't they have a time if they should suddenly drop into our midst and take it into their heads to advertise some line of dry goods, Old fashioned as they would be, still we believe they would have sense enough to pick out a medium that reached their probable buyers direct. In this enlightened age there are many who do not know enough for this. Many of the advertisers of the present day advertise anywhere and everywhere because it happens to be cheap and a large circulation promised. They would advertise at the back of a book of sermons if it was cheap.



THE DRY GOODS REVIEW is the only journal in Canada reaching monthly the people who should buy your goods, and who expect to read regularly in our columns your announcements.

Our Spring Trade Number will have a circulation of 8,000 or 10,000 among the most responsible buyers of dry goods, millinery, clothing, etc. It will penetrate to many places seldom or never visited by your travelers. The attractiveness of the issue will be enhanced by an artistically designed cover in eight colors.

As it will be a directory of representative houses, do you think you can afford to miss it? February 16th is the last day for copy, but to get choice of positions we should have copy at once. Awaiting your orders.

Crepons, Bengalines, Armures, Victorias, poplins, Jacquards, silk mixtures, whipcords, serges, Cashmeres, shot natties, shot serges, shot diagonals, figures, fancies, and tweed effects. Magpie silk mixtures and printed French delaines, navy and black Estamenes, Cheviot serges, diagonals, and hopsackings are still going to be fashionable for boating and traveling costumes. In cotton dress materials they show a large collection of prints, sateens, Scotch zephyrs, crinkles, Organdi muslins, etc. In dress trimmings, beaded gimps and braids are to be the most popular.

SPRING WOOLENS.

Spring mantlings shown by John Macdonald & Co. comprise mainly box cloths, costume cloths and California kerseys. Tans, fawns, taboc, navys, blacks, browns and myrtles are shown. Venetians are most prominent in their spring overcoatings, in blues, drabs and fawns. In worsted suitings, blue, brown and grey mixtures predominate.

Nothing large nor gaudy is desired by the trade, if one is to judge by W. R. Brock & Co.'s stock of woollens. In every class of materials they show only small, neat effects. Most of their goods are shown this year in six-quarter widths, as this is the most economical width for cutting loose-backed and long-tailed coats. Bluish shades prevail, in blue-greys, blue-browns, etc. Cheviot finished goods are taking, and hop-sack patterns find many admirers. For overcoatings the venetians hold the lead. A specialty they are now showing for suitings and overcoatings is a worsted in a cheviot effect as well as in a close finish. This fabric has a brilliant thread running through it. This thread is the product of the Brazilian spider, and makes a more brilliant effect than either a silk or mohair thread.

Gordon, Mackay & Co. are showing a choice range in Scotch suitings in those tasteful nondescript shades so much spoken of by the makers of fashions for high-class merchant tailors. Their range of worsted is select and choice. Advance orders have been most satisfactory, necessitating repeats of several ranges of special merit. Mr. O'Hara's values in black worsteds are known and appreciated through the trade.

MEN'S FURNISHINGS.

Very little new is seen in negligee shirts beyond a change in patterns. Basket cloths, silk stripes and sateens in blacks and colors are shown by Wyld, Grasett & Darling. The Columbia is a new open-front, colored shirt, with a square instead of a pointed bosom, to be worn with a white collar. In fact, few colored collars will be worn this season. Regatta shirts will run again, with open fronts always. Fine stripes, checks and spots are all shown. Colored fronts on white bodies are less in favor this year. This house shows an excellent range of summer vests. This year's samples have but five buttons instead of six, and nearly all have collars. Cotton and linen have displaced cashmere to a great extent, because they laundry better. Cashmere puckers when united with silk, as the cashmere shrinks and the silk does not. The patterns are varieties of basket patterns, plain or in combination with stripes and cheques. Basket effects in tan shades is a new feature, doubtless in sympathy with tan shoes and hose. Wyld, Grasett & Darling have a huge range of lustres, coats and vests in black, grey and fawn. Silk-aline is also leading. A new line is shown by this house in the shape of unlined summer coats and trousers in hopsack, grampian, and English homespun tweeds. These will displace the fine flannel suits worn last summer.

The flowing end tie predominates in John Macdonald & Co.'s collection for spring. This originated in England and

promises to stay for a while. The graduated derby is an American fad, and its favor will not be so lasting. They are preparing to sell huge quantities of the staple styles, which the dealers will still find in general demand. Colors are quiet and patterns neat in all lines.

Gordon, Mackay & Co. have organized, under competent supervision, a special department for men's neckwear; and an inspection of their range is certainly in the interests of every retailer of these goods. They point they lay stress on are correctness of styles, superiority of workmanship and finish, and, lastly, price. They buy their tie silks from the manufacturer, have them made up to their own shapes. Small knots, large apron, Tecks, and graduated four-in-hands are the novelties, but the bulk of business will fall on standard shapes, $2\frac{3}{4}$ inch four-in-hands and good-sized knots with spread ends.

E. & S. Currie, neckwear manufacturers, of Bay street, are showing small Teck scarfs, small head with large aprons; $2\frac{1}{2}$ inch four-in-hands are still going, with blacks leading. They will soon show plain and figured piques, and these will, undoubtedly, have a big run for summer wear.

PRINTS AND STAPLES.

John Macdonald & Co. claim that their staples for the spring season's trade have been purchased with the greatest care and skilfulness. That buying for cash and doing a large volume of business enables them to show better value than they could do under any other circumstances. They state that the best proof they have of the value and saleableness of their goods is the number of orders they have received through their travelers for the spring trade. Notwithstanding the fact of having sold large quantities from sample, the success of their selections will be more apparent to those of the trade visiting their warehouses, than it can be by selecting from samples, as their goods have a better appearance in the piece than in sample. Prints are shown in light and dark fancies, linen, ombre, medium and Loie Fuller effects; pongee and seersucker effects; light, dark red, cream and dark grounds; blacks, greys, plates, pads, lilacs, madders, reversibles, mournings, and regattas; also German delaines, chambrays, crinkles, sateens, and gingham.

Gordon, Mackay & Co. have this season adopted a new brand for their prints—"Defiance." They report spring sales as highly satisfactory, as many as six repeats having been found necessary on some ranges. It is impossible to imagine anything more sumptuously pretty than some of their delaine effects. The identical appearance of the highest class French delaine is obtained, and this is a wash material that can be retailed at $12\frac{1}{2}$ cents.

W. R. Brock & Co. expect their different stocks to be almost complete by the end of January, and, judging by travelers' orders already received and expressions from many customers, look for good business. They are in possession of many lines which are confined to them for the Dominion, and show as well very special values in others, owing to the advantageous terms on which they are able to purchase. Altogether they claim for the coming season to be in the best possible position to meet all competitors. On the first floor one is particularly struck with the display of prints, and notes especially lines which could be retailed at 10 and $12\frac{1}{2}$ c., giving the purchaser a good margin of profit. This has been a special object in the department, as these prices are popular to the consumer. Heretofore the complaint has been general with the retailer that the profit has been too small. Also on the same floor are to be seen among

Joselin & Parkes

16 Melinda Street, TORONTO

Manufacturers' Agents

.. AND ..

Commission Merchants

TO THE TRADE:

❖ **H**AVING determined to extend our *field* of operations and meet the *growing wants* of the *trade* by bringing the *Retail buyer* into *closer touch* with the *manufacturer*, we have much pleasure in making the following *Special Announcement*:

We have completed arrangements to handle all the *mill ends* and *Job Lines* of about **25** Canadian Knitted Woollen and Blanket Mills. *Samples* will be willingly forwarded on *approbation*, of any lines we handle.

We are special agents for Ten Canadian and American Wool and Union Carpet Mills. Prices ranging from 24 cts. to \$1.25 per yard. . . .

WE ARE ALSO THE CANADIAN REPRESENTATIVES OF
THE FOLLOWING FOREIGN MANUFACTURE

The County Down Flax Spinning and Weaving Co.
Belfast, Linen Manufacturers.
Lang & Co., Glasgow, Art Muslin and Lace Curtains
Wm. O. Hanlon & Co., Manchester Goods
C. & J. Robertson, Glasgow, Lace Curtains
N. E. Brals, Montreal, Men's Shirts and Ladies' White Wear
And the world famous
Kuehnert, Wachler & Neldner, German Hosiery.

JOSELIN & PARKES

16 Melinda St., TORONTO

other goods a large variety of novelties in dress muslins, cotton crepons, flannelettes, zephyrs, ginghams, cretonnes, plush draperies and linens in endless variety.

Gordon, Mackay & Co. report lace insertions as being in fair demand, either straight or in serpentine or wavy effects. These are in the heavier makes of lace. Point d'Ireland in new designs by Nottingham makers are marvels of cheapness, and are shown in cream, ecru and fast black. A novelty in Valenciennes is "Frow Frow," the design being so arranged as to permit of the insertion of a narrow ribbon. The effect is pleasing and striking.

LACES, VEILINGS AND EMBROIDERIES.

Veilings will be shown in blacks and whites. See special article on another page.

In laces, the Pointe D'Ireande is again to the front in mediums. It is shown by Wyld, Grasett & Darling in both cotton and silk, and in cream, two-tone and black. Some excellent patterns are shown in white cotton Valenciennes. Their cotton and linen torchons and their orientals are good lines. They show a large range of frillings, the latest things being chiffons, silver lights, hypatia, ostrich, and especially combinations of these.

W. R. Brock & Co. show frillings in white and cream, and in very pretty combinations, which are put up with assorted colors in a box, thus giving a small merchant a good assortment without a heavy stock. They show in embroideries a large assortment of cambric, Swiss and Nainsook effects in edgings, insertions, flouncings, all-overs, etc. They have also some joblines.

Caldecott, Burton & Spence show a nice range of embroideries in cambric, nainsook and clear muslins. Cartoon embroidery is also shown in a long range with new designs and

decreased prices. They are preparing for very early deliveries in embroideries, as February is always the best month for retailing these goods. Ladies buy early in order to make up their spring underwear before the leisure evenings of the winter months have gone.

RIBBONS, BRAIDS AND TRIMMINGS.

S. F. McKinnon & Co.'s assortment for spring contains the newest makes and designs, including double-faced satins, silk failles, gros grains, silk moires, Ottoman cords, many unique patterns in fancy moire effects, also all shades in narrow moires and satins, which promise to be very popular for spring. Among the new shades are Reine, Pygmalion, Sumatra, Van Dyck, Siam and Melilla.

Wyld, Grasett & Darling show a full stock of the narrow numbers of ribbon velvet. These will, undoubtedly be used for special trimmings on the revers of ladies' dresses. They also show baby ribbons in the leading shades of satin and silk, and a full stock of staple ribbons.

John Macdonald & Co. have a huge stock of braids, including straight and wave military, in all widths. Those who should know, claim that nearly 25 per cent. more braids will be used this season than last, and buyers have bought with this in view. If such turns out to be the case, braids will disappear next fall, and will not return for a few years. This firm shows them in blacks, browns and navys.

W. R. Brock & Co. show velvet ribbons in Nos. 6 to 200, as well as a full assortment of baby and staple ribbons. They show braids in the leading colors, including seals and black-and-white mixtures.

John Macdonald & Co. report that the most popular laces for spring trade are Irish point, Chantilly, and Oriental; that the

prevailing colors this season in veilings are browns, black, and creams while jackdaw and magpie veilings are also having a good demand; and that fawns, browns, drabs, and greens are the most fashionable colors, and are shown in great variety of shades in ribbons, silks, dress goods, and dress trimmings. The newest shades in fawns are pongee, chamois, gazelle, papyrus, cocoa, mastic, and chocolate. In greys silver, lead, coal, granite, aluminum, and platinum. In drabs tweed, quaker, stone, livery and mode. In browns moth, russet, leather, amber, Havana, gold, Austral. In greens moss, cigale, charbieuse, forest, and grasshopper. Navy blue and baby blue are also very popular shades. There are also very pretty shades in pink being shown, rose, byzance, fraise, framboise, and green. The most popular shades in gold are manilla, poppy, manden, and dandelion.

FUR NEWS.

THE retail dealers in fur and clothing in Winnipeg have a grievance, and one which they intend to lay before the city council in the form of a petition, and ask that some action be taken in the matter. The whole trouble is caused by eastern merchants who have during the past few years been making Winnipeg a slaughter market for their surplus stock. A well-known merchant on Main street told a Free Press reporter recently, that one firm alone, whose headquarters are in Montreal, disposed of over \$30,000 worth of goods last fall by auction, and that with but very few exceptions, all the articles sold were of a very inferior quality, in many cases being only shoddy. Furs which were practically worthless were sold at prices much below the ordinary retail price, but they have since been proven to be dear at any figure, as they hardly stood one winter's wear, and fell to pieces after they had been in use only a few months. The merchant in question cited one particular case in which a customer of his purchased a sealskin cap for \$7, but before the winter was over he was compelled to buy another cap, as the first one literally fell to pieces. And this, the merchants contend, has been the experience of almost every person who bought articles. "Now, what we want," continued the gentleman, "is that the city should put some restrictions on this class of dealers. Since the change in the system of taxation one's taxes have been materially increased, my own, for instance, jumping from \$49 to \$118, and we consider that the city should protect us from these "fly-by-night" traders, who do not contribute a cent to the city exchequer. It is a well known fact that the only time a profitable business is done is between certain dates, as a rule, and it is just this time when these merchants flood the Winnipeg market with a worthless stock of moth-eaten and shoddy goods, taking out good money from the province and leaving nothing behind in return, and if there is any way of doing away with this evil we don't intend to stand it any longer than is absolutely necessary, and we will urge on the council the necessity of taking steps at once, as this is about the time of year we can look for the injustice to be perpetrated."

The official statement of the catch of the British Columbia's sealing fleet for the season just closed has been presented and shows that, with 54 vessels employed—52 from Victoria and 2 from Vancouver—a catch of 69,741 skins has been secured, this total being the largest in the history of the industry. The 54 vessels have given employment to 806 white men and 432 native hunters, utilising 256 hunting boats and

204 canoes. There have been no losses by wreck or seizure, and every vessel of the fleet is kept back in harbor with the exception of the schooner "Maud S.," now in Yokohama, where she will winter, and the steam schooner "Warlock," which was dispossessed of her papers at Petropavlovsky in August, being given a provisional receipt entitling her to their return at Yokohama, where she was ordered to report. The "Warlock's" hunters did not get a skin; the "Maud S." is credited with 986 for the season. The grand total of 69,741 is thus made up:

	B. C. Coast.	Japan Coast.	Russian Side.	Total.
Catch of vessels	29,107	29,107	11,955	67,640
Indian catch (canoe) ...	2,613	06	...	2,619
	29,613	29,173	11,955	69,741
	*	*	*	

C. M. Lampson & Co. of London are advertising the following goods for the January sales: 220,000 raccoon; 1,500,000 muskrat, 200,000 skunk, 105,000 opossum, 175,000 mink, 10,000 red fox, 5,300 grey fox, 5,000 white fox, 16,500 Japan fox, 14,000 beaver, 6,000 bear, 36,000 marten, 1,000 Russian sable, 5,000 lynx, 3,400 wolf, 1,600 wild cat, 7,000 house cat, 1,100 badger, 2,800 dry hair seal, 550,000 Australian opossum, 50,000 wallaby, 5,000 kangaroo, 20,000 wombat, 32,000 nutria, 3,500 Thibet lamb, 100 Thibet lamb, crosses.

At the sealskin sales which will take place in London, January 15, the Hudson Bay Co. will offer 12,000 Northwest Coast; C. M. Lampson & Co., 11,500 Northwest Coast and 1,200 Ounalaska; Culverwell, Brooks & Co., 2,200 Northwest Coast, and Goad, Rigg & Co., 2,000 Lobos Island.

Mr. Tingle, agent of the North American Commercial Company at the seal islands, reports that during the past season poachers captured 90,000 sealskins, and in doing so destroyed, without securing them, 500,000 seals. The Commercial Company took last year all they were allowed by their contract—7,500—but these were slaughtered at the rookeries. For twenty years the Alaska Commercial Company killed 100,000 seals annually without any great diminution in the seal herd, but for the past three years poachers have infested the waters around the Pribilof islands, destroying (according to Mr. Tingle) five times as many seals as they have captured.

STOLEN WIT.

"There goes Peterby's wife. He's a fellow I played poker with the other night."

"She looks pretty well dressed."

"She ought to be. She's got on my last week's salary."

"My, dear, don't you intend to invite Mr. and Mrs. Green to your party?"

"Certainly not."

"Why not? They are good friends of ours, and will feel hurt."

"I can't help it if they are hurt. I am going to invite Mr. and Mrs. Brown."

"Well, why can't you invite the Greens as well?"

"You shock me with your bad taste. Brown and Green in my parlor together! Never! Why, I wouldn't be a bit surprised to have you asking me next to wear blue and yellow. Have you no idea of harmony whatever?"

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : 

"The Distingue" has received the most flatter-
ing encomiums of the trading world!

The following are examples of opinions of "The Distingue,"
voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Water-
proof very largely for the last four years, and it has
given the greatest satisfaction to our customers. It is
free from the disagreeable odor of the ordinary Macin-
tosh, perfect in fit and finish, and made in the choicest
designs. *We find it to be the best selling
Waterproof in Canada, and in our opinion it
is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a
perfect-fitting perfect garment, and is unapproachable by
any other.

GAULT BROS. & CO, Montreal,

say: "We recommend 'The Distingue' Garments,
because elegant in style, carefully made, free from
disagreeable smell, and **MOST IMPORTANT**, will
stand the Canadian climate, both heat and cold. This
make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front,
both in quality and style; no trouble selling them, on
account of their many advantages over the ordinary
Macintosh."

WYLD, GRASETT & DARLING, Toronto.

"We have kept 'The Distingue' Waterproof in stock
for several seasons. We find them entirely free from
odor, thoroughly waterproof, and have given entire
satisfaction."

CAVERHILL & KISSOCK, Montreal.

"After examining waterproof garments from several
manufacturers, we cannot but admit that, 'The Dis-
tingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or
hanger bearing the registered title

The manufacturer has in his possession a large number of unsolicited testimonials,
similar in character to the above, from leading British and Colonial houses.

"The Distingue."

*These goods may be had from any of the leading wholesale houses. In ordering,
please quote the Registered Title, "The Distingue."*

SPRING MILLINERY

• • • •



Our travelers are meeting with marked success this month. Thanks to the trade in general for their appreciation of our efforts.

We have endeavored to place before them, the finest range of **New Spring Millinery Goods** to be seen in this line anywhere! Carefully selected, saleable goods. No stickers.

We beg to direct special attention to our line of **Ostrich Tips** and **Mounts**, best value we have ever shown; everyone who sees them, buys. Also **Flowers, Roses, Violets, etc.**, plain and fancy **Ribbons, Leg-horns, Straw Hats, Plaques, etc.**

In **Laces** we cannot be beaten for style, beauty and value. **Silk** and **Cotton Laces** for both **Dress** and **Millinery** purposes.

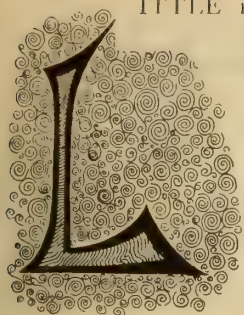


REID, TAYLOR & BAYNE

9 & 11 WELLINGTON STREET EAST, TORONTO.

210 to 214 ST. JAMES STREET, MONTREAL.

A FLOWER SEASON.



LITTLE news of the spring millinery styles is yet to hand, with the exception of the fact that this will be a flower season. Flowers have been a prominent feature of winter trimmings, and small effects are expected to run for spring and larger effects for summer. Roses, orchids, lily of the valley, pinks and chrysanthemums will be among the leading varieties of these brilliant imitations of nature.

With regard to this matter, S. F. McKinnon & Co. say in their annual spring circular: "We believe that flowers will again lead as a hat beautifier. Our showing in this class for the coming spring is perhaps the most extensive ever shown by any house in Canada, and, if possible, more true to nature than ever. Conspicuous in our collection are roses, rose trails, violets, pansies, heliotrope, lilacs, forget-me-nots, lily of the valley, poppies, cowslips, daisies, buttercups, heather and wheat in piquets, mounts, trails, crowns and bands, etc., also black flowers in silk, silk and jet mixtures, crepe, silk and crepe, and black an white."

According to the Millinery Trade Review, the New York trade expect flowers to have a leading place in ornaments. Glittering decorations, such as beads, spangles, tinsel and metallic galloons, will also be much used. Rhinestones and jet pompons will appear. Black velvets will be good for spring trimmings, to be followed by fluffy crepes for summer wear. In ribbons, double-faced satins, grosgrains and satins, seem to have the best prospects.

NEW YORK INDICATIONS.

The New York Dry Goods Economist says: Plateaux are shown in abundance. They are a great improvement on those shown in the domestic market of last year. Most have the centres of fine plaits and fancy braids at the edge; but some are of all fancy braid; all are soft and pliable, and seem less brittle than formerly, which is a great consideration. Many show two tones of one colour, or two distinct colors, as in the felt plateau of this season. There is also a revival of the boat-shaped hat; if this takes with the trade, long feathers must also go, for nothing else will trim them. A great many of the models are in ecru, and ecru and black, and are very pretty. Though samples, and, so far, orders, show soft and neutral colors, there is no lack of color in the braids, and they are good, clear and soft, showing an absence of those brilliant crude tints that offended correct taste in so much of the millinery of last spring. There are a great variety of turbans, all good shapes, though very few show enough depth of crown for the lady who wears her hair on the top of her head; but this can be remedied by raising the crown with a piece of buckram or willow. The turbans are of the Spanish order; much more becoming than the close brim to most people. A few are in Milan, but most models are shown in course plaits. The braids and plaits are very pretty indeed. Many are interwoven with metal threads, which has a very pretty effect. Amours with gold, silver or bronze, in all colors, are among the prettiest. The chip braids are very much more in use than ever before, their lightness being a great attraction. A wide brim hat with small crown was in alternate rows of dull green and black armour, orders being taken on a range of colors. Another smaller shape was in brown and cream, the brown

having a thread of gold interwoven. Fine Panama hats bid fair to run a tilt with Leghorns. They are shown in lovely shapes and very pure colorings. Another pretty little hat has a pointed crown, medium wide brim, turned up jauntily on one side; this is made of amour chip in two patterns of braid, the one the close, fine plait of last season, the alternate rows of an open pattern. This is very effective and pretty.

A TRICORNERED SHAPE.

Felt of any color will answer for this youthful shape (Fig. 1) which has a point in front and two toward the back, none of them being very pointed. A black binding finishes the edge



Fig. 1.

and the simple trimming is a band of black moire or gros grain ribbon, with a bow on the left side and two broad quills that may be plain, speckled or shaded. Such a hat is to be recommended for general wear, shopping, travelling, etc.

SPRING VEILINGS.

The accompanying illustration (Fig. 2) represents a veiling that comes in 12, 14 and 27 inch widths. This style comes on



Fig. 2.

Malines, Alencon and Brussels ground and is shown in all spring colorings.

To correspond with the black and white toilettes which will be worn during the spring and summer months, black veils with white spots and white veils with black spots will be much in

Knox, Morgan & Co.

WHOLESALE DRY
GOODS IMPORTERS

HAMILTON, CANADA.

SPRING LEADERS.

**Dress Goods
and Prints.**

Travelers' Orders carefully
filled and promptly shipped
but Letter Orders have
always precedence.

WE SOLICIT CORRESPONDENCE.

Having no carried over Goods our Samples are entirely new.
In *High Priced Goods FRENCH NOVELTIES* are particularly attractive, and show excellent taste in fabrics and colorings.
Costume lengths cut.

In *Medium Priced Dress Goods* we are equally well supplied and cater for the entire wants of the best General Stores.

Print Sales have been quite satisfactory, shewing our selection one of the best offering.

10th January, 1894.

See Samples in Travelers' Hands or write for them.

Wyld, Grasett & Darling

We are opening up
large shipments of

*New Prints
Sateens
Cretonnes, Etc.*

And are making every effort to execute our orders
with utmost possible despatch and care.

We have many special lines which
will interest the trade in

Dress Goods, Silks, Etc.

Just being passed into stock.

See our Travelers' Samples now on the road.

WYLD, GRASETT & DARLING

TORONTO.

Alexander & Anderson

TORONTO

We are now busy receiving and getting ready *Our New Patterns for Spring*, and our travelers will be on their respective routes on or about the *1st of January*, with a splendid range of new Spring samples, to which we desire to direct the attention of the trade.
Our Dress Goods will be found specially attractive.

Capes and Jackets

Our new creations for Spring will be in
the hands of our special Mantle
travelers in a few days.

.. Please Examine Our Collection ..

vogue. These are shown in single and double widths on Tuxedo, Maline, fish net, and novelty grounds, with differently spaced chenille spots.

Wyld, Grasett & Darling show the latest novelties in this class of goods; they are called the Magpie and the Jackdaw. The former is a veiling with black spots on a white ground, and the latter has white spots on a black ground. These will be taken by the best trade. Silk mechlins in cream, white and black are also shown, as well as a full range of the staple veilings.

Figure No. 3 shows a veiling popular in New York and also in Canada. The edging is a different color from the net.



Fig. 3.

W. R. Brock & Co. show veilings in the Magpie, Jackdaw, plain black, chenille spots and other leaders. They have a nice range.

Gordon, Mackay & Co. report that their veiling department is a growing one, and have given it greater prominence this season. They have no hesitation in naming black as the leader, with a combination of black and white a good second. Black grounds with white spots or white borders, either of satin or of Duchesse lace are good. Colors will be worn to some extent, but only in staple shades, such as white, cream, navy, dark and light brown, etc.

Reid, Taylor & Bayne will show an excellent range of veilings, including some special values. They have paid special attention to this class of goods for spring. Black and white combinations, and chenille spots are shown abundantly, the latter in some beautiful shades.

PLATEAUX AND OSTRICH GOODS.

Reid, Taylor & Bayne will show a full range of plateaux for the coming season as they promise to be stronger than last fall even. They have many different designs, and will be able to meet all demands from even the most fastidious buyers. They will also have an excellent stock of laces, which will include all the spring novelties. They expect that ostrich tips and plumes will be a huge feature in the spring trade. Although their travelers have been out but two weeks, they have taken more orders for these goods than have often been taken in whole seasons previously. They claim to have some very fine values.

Their large warehouse on Wellington St., Toronto, has been renovated. A most handsome ceiling has been put in for the ground flat and the walls freshly painted and decorated, until the whole building is resplendent with delicate color-designing.

NEW YORK FASHIONS.

FURS—the elegant and costly sable, the soft and beautiful mink, the imperial ermine—is the latest fancy of the fickle dame we call Fashion. This is probably owing (says December Toilettes) to the very general Russian fetes which have created such an excitement in Paris; and, for bleak December, we will not ignore the dictates of our Parisian friends. And with the Russians comes the Russian blouse again, which was such a decided favorite last year, edged and trimmed with fur in every conceivable fashion. Bands of this valuable trimming have already appeared on bonnets and wraps and gowns; and, of course, these must match as a general thing, although it is nothing unusual to see two different kinds of fur upon the same garment, one dark and one light. Even the elegant gold-brocaded velvet and satin ball room wraps are lined and edged with ermine, if possible, although there is a tendency to use jet-black fur, even upon delicate garments. Fur capes and cloaks, half length, and to the edge of the dress skirt, are displayed, to tempt the passers by. This is decidedly a fur season.

Among the wraps the newest is the “clerical” cloak, which hangs loosely from the neck, like a cardinal gown, about the length of a deep sacque. The sleeves are large and long, falling quite low like the “angel” sleeves, but without the points. These cloaks are somewhat like the old-fashioned “cardinal,” which was in sacque form covered with a deep cape. I am sure that many who shivered in the open cloaks without sleeves last winter, graceful as they were, will be glad to know that something warmer is coming.

Aside from this there is nothing new in wraps—the deep capes, either of velvet, cloth, or fur, and the simple jacket with wide-spread revers, with or without a vest—are the prevailing styles. It is quite the fashion now to cut the skirt of the coat separate from the bodice and sew it on so that it hangs in full plaits, although there are no gathers where they are joined. Velvet is much used for making capes, coats, and jackets with fur or feather trimming. The jacket-basque has a notched collar above a rippled revers, and below this is a double-breasted buttoning. The sleeves are very large, with plaits at the top, which give them great fulness, and the skirt is wide. This may be made in a great variety of fabrics, and is pretty in satin with velvet skirt. A narrow border of fur trims both very effectively.

Jet, in all novel designs, was never more used than at present, and with it is often intermingled white beads in stars and serpentine effects.

The attempt to introduce double skirts is not very successful as yet, as they detract from the graceful effect of those which have pleased our eyes during the last few years. One of the prettiest seen was made with a long point in front, cut a little higher on the sides and descending in two long points almost to the bottom of the lower skirt in the back.

Another was similarly made, but only extending midway from the waist to the feet. A third variety is the short panier confined to the hips. Often three, and even four, kinds of material are found in one costume, but the tints, while deep and rich, are not so crude as many of those recently observed.

Fashion is not yet tired of the Eton and Bolero effects, and we see them carried out in combination with revers. One of the prettiest styles of arranging trimmings is in a circular form around the neck, one row succeeding another until the shoulders are reached, where the universal epaulette in some form or another joins it.

OUR CORRESPONDENCE.

THE increasing interest taken in what THE REVIEW has to say on commercial topics is shown by the correspondence which is monthly found in its columns. This issue contains two excellent letters on Insolvency, and some original suggestions are made, which are worth considering, even if the reader cannot see exactly as the writers do. Another letter on Division Court Fees is also worthy of consideration, and is written by a merchant who has made a wonderful success of retailing.

THE REVIEW is pleased to see that retailers are sufficient alive to advocate what seems best in the interest of the trade, and will do all in its power to effect such reforms as retailers indicate would redound to their benefit.

MR. HENEKER'S VIEWS.

MR. H. W. HENEKER, president of the Paton Woolen Mills Co. of Sherbrooke, and son-in-law of the late Sir John Abbott, was recently asked if the woolen manufacturers could get along with less tariff protection than they now enjoyed. He said: "No, the outlook for the woolen trade of Canada is very gloomy as it is. Our company has not paid a dividend for three years, although we have managed to keep the mills going, and have not reduced the wages of our employees. Our market is limited to Canada, and as wool is free now, the Government cannot help us by abolishing the duties on raw materials. In view of the reductions in the cost of English and German woolen clothes, we could not stand a reduction of the tariff, and the closing of our mills would be a sad thing for Sherbrooke and the eastern townships."

ThibaudEAU Bros. & Co.

Importers of —

ENGLISH .
FRENCH .
GERMAN &
AMERICAN | **DRY GOODS**

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

PRIESTLEY'S

"The Highest Class of Black
Dress Fabrics."

FOR "GENTLEWOMEN."

(Regd.)

DRESS FABRICS.

*No Mourning Department can be Complete without an assortment
of the above well-known Goods.*

Trade Mark



"THE VARNISHED BOARD."

On which every piece is rolled at the Mills.

S. Greenshields, Son & Co.

Sole Selling Agents for Canada, **MONTREAL.**

Puritan Pins ARE PERFECT

Read this

Have You Got Them? Your customers will want them and to the first thousand retailers writing to us we offer **remarkable inducements**. If you secure the sale of these Pins for your town you will be fortunate, and your smallwares sales will exceed your most sanguine expectations. The offer we make is **astoundingly liberal**; as an advertising idea it is effective and practical, **costs you absolutely nothing** and will attract customers to your store and retain them. Write us at once for particulars. Letters take precedence as received.

GORDON, MACKAY & CO. *Cor. Front and Bay Streets* **Toronto**

BUSINESS CHANGES, FIRES, ETC.

HARRY ED. JAMIESON and Frank E. Phillips (The Montreal Dress Stay Co.) have assigned at the instance of Dame K. McNeill et al (The Eastern Townships Corset Co.) Liabilities, \$1,587.49.

J. James, merchant tailor, Niagara Falls, was burnt out on the 29th ult. His loss was about \$2,000, partly covered by insurance.

George Brasher's dry goods store and Wood's fancy goods store, Tilsonburg, Ont., were badly damaged by fire on the 17th ult. Loss was heavy.

The dry goods stock of J. E. Alston at Hamilton was sold at 70 cents, and the fancy goods stock of Lucy Hooper, of London, at the same price.

Fire in Cow Bay, Cape Breton, on 29th ult., destroyed the Co-operative store and the house adjoining. The loss is about \$18,000; insurance, \$10,000.

The stock of Sutherland Bros., general merchants, of Newmarket, was sold to Danforth Roche at 51 cents on the dollar. The stock amounted to \$5,882 in value.

Coyne & Co., dry goods merchants, Ingersoll, with \$25,000 liabilities and \$20,000 estimated assets, have assigned to Mr. Geo. Heyes, of London, and the stock has been sold.

Several thousand dollars' damage was done to the stock of J. Gilbert, furrier, 15 Sparks street, Ottawa, by fire on the 2nd inst. The fire was caused by an explosion of coal gas in a stove.

McLean & Co., Windsor, Ont., sustained \$10,000 damages to their dry goods stock on the 30th ult. Fire was the cause. It started in the premises of the Celluloid Cuff and Collar Co., who lost \$500.

The estate of A. R. MacKinlay, the Toronto Window Shade Manufacturer, pays a first dividend of \$5,511, or 12 1-2 per cent. Another and final dividend will be paid when the book debts are collected.

Daniel & Boyd, wholesale dry goods dealers, St. John, N.B., have suspended payment. The liabilities will be large, Old Country houses being the principal sufferers. The late Lieut.-Gov. Boyd was formerly managing director of the firm. The

business is to be put into liquidation and wound up. The clerks received notice that their services would not be required after the first of the year. The millinery department has been purchased by Messrs. Leblanc & Skinner, who took possession on January 1.

Albert Jette's furniture, cloak and carpet warehouse, 1243 Ontario street, Montreal, was damaged by fire on the last day of 1893. The loss on the stock will be about \$8,000, partially covered by insurance. Damage to building \$2,000.

J. N. Poupart, dry goods, Montreal, has made an assignment. The firm consisted of Poupart, Desrouselle & Corbeil. The firm failed in February, 1892, with liabilities of \$16,000, and arranged with the creditors at the rate of 60 cents on the dollar.

Louis Napoleon Dagenais, a Montreal tailor, has assigned at the demand of Mark Fisher, Sons & Co., with liabilities of about \$18,000. The principal creditors are: MacDougall, Barrett & Co., \$1,374; M. Fisher, Sons & Co., \$1,279; James MacDougall & Co., \$1,173; Gault Bros. & Co., \$1,161; R. Kornmaier & Co., \$1,030; Dame M. L. Dusault, \$3,000.

Mr. James L. Armson, of Woodstock, has assigned, his liabilities being in the neighborhood of \$25,000. Mr. Armson was until about a year ago a partner in the firm of Armson & Stone, Toronto, now H. A. Stone & Co. Mr. Armson's trouble in Woodstock was caused by his putting nearly all his capital in a building and not leaving enough for the carrying on of his business.

W. J. Somerville, dry goods, Queen street west, Toronto, assigned to Mr. J. W. Lawrence, of John Macdonald & Co., for the benefit of his creditors. The firm's assets are not yet definitely known, as stock-taking is in progress, but the liabilities are about \$15,000. A year ago Mr. Somerville enlarged his premises, but the present wave of depression has forced him to succumb.

The St. John creditors of George H. McKay, dry goods, who assigned to his bookkeeper and brother-in-law with liabilities of nearly \$40,000, applied to Judge Palmer on the 10th inst., and had H. H. McLean appointed receiver. Mr. McLean has taken charge, and the trustees must show cause why they should not be removed. They were selling goods every day, and at the

OUR CORRESPONDENCE.

THE increasing interest taken in what they say on commercial topics is shown by which is monthly found in its columns.

contains two excellent letters on Insurance.

suggestions are made, which are of great value.

reader cannot see exactly as the Division Court Fees is applied.

written by a merchant who is well versed in retailing.

THE REVIEW : to test the truth of our statement by writing for samples and

alive to advocate comparing with your stock. If the comparison is unfavorable

and will do to us pay no attention to our future advertisements, but in the

indicate interests of your business do not fail to get the samples and

compare them.

There are Lines



Gordon, Mackay & Co.

GORDON,

same time asking tenders for stock. The chief Montreal creditors are: Thouret, Fitzgibbon & Co., \$2,422; Thibaudeau Bros., \$2,074; McMaster & Co., \$1,894; S. Green-shields & Co., \$1,057; Thomas May & Co., \$525; Perrin Bros., \$491; H. H. Wolfe & Co., \$620; Hodgson, Sumner & Co., \$369; H. A. Nelson & Co., \$165; McCabe, Robertson & Co., \$105; Hutchinson, Lyman & Nisbet, \$116, and Emil Pevry, Thomas & Co., Belding, Paul & Co., Canada Colored Cotton Co., T. H. Carter, John McGillivray, each less than \$100; P. Garneau & Sons, Quebec, are down for \$688; Reid, Taylor & Bayne, \$329, and S. F. McKinnon and others, of Toronto, for small sums. St. John wholesale men are down for \$10,000, and the newspapers for about \$2,000. The assets are said to be \$25,000, with prospects for the creditors not very bright. Some \$3,000 was taken in during Christmas week, and the creditors are not certain where it has gone.

R. Grant & Co., tailors, New Glasgow, N.S., have assigned.

A. E. McMillan & Co., tailors, Antigonish, N.S., have assigned.

J. Henderson, furnishings, Kalso, B.C., has sold out to W. J. Parkham.

Miss N. Vanear, millinery, Knowlton, Que., has sold out to A. M. Cameron & Co.

H. Prefontain & Co., dry goods, Sherbrooke, have offered 50 cents on the dollar cash.

The stock of A. Ross, tailor, Winnipeg, has been sold to Mrs. Ross at 46 cents on the dollar,

J. S. Laughton & Co., merchant tailors, Brandon, Man., have dissolved, and J. R. Strome continues.

S. A. Ripstein, dry goods, Winnipeg, has been burnt out. Loss reported at \$12,000; insurance, \$5,000.

The estate of Isabella Ogilvie, Dartmouth, N.S., is advertising their stock of dry goods and millinery for sale.

The T. A. Mara Co., dry goods, London, Ont., has been dissolved, and the business will be entirely controlled by T. E. Mara.

Geo. Tibbetts, tailor, Kingston, N.S., has removed to Canning; and Miller & Crawford, dry goods, Yarmouth, have dissolved.

A new company, under the authorized capital of \$200,000, and with an issued one of \$50,000, has been formed at Victoria to take over the well-known business at Stanley House in that

city. The first directors are Messrs. Macaulay, Child Aspland, R. Cassidy and Bainbridge. Mr. Hampson, the former proprietor, is acting as managing director of this reorganized dry goods concern.

Samuel Graham, men's furnishings, Halifax, N.S., has assigned. So has R. H. B. Tennant, furnisher, St. John, N.B.

James Morgan & Colin D. Morgan have been registered proprietors of the dry goods business of Henry Morgan & Co., Montreal.

William Agnew and Allan Brown have been registered proprietors of the business of William Agnew & Co., wholesale dry goods, Montreal.

Isidore Thibaudeau & Co., who assigned recently, have dissolved, after compromising at 40 cents; Olivier Thibaudeau continues under the old style.

Victor Gauthier's dry goods stock, Montreal, is advertised to be sold on the 18th; that of J. N. Poupart was sold at 63½ cents to Archambault & Frere.

Brunton Bros., dry goods, Newmarket, Ont., desire to sell their business; so do E. H. Sheffield, dry goods, Walkerton, and H. A. Sippel, tailor, Preston.

The millinery stock of M. Wright, Montreal, has been sold at 31 cents on the dollar to George Morris, and the general stock of A. E. Hall & Co., Grenville, at 52½ cents.

Carscaden, Peck & Co., wholesale clothing, Winnipeg, Man., dissolved on Dec. 31st; J. D. Carscadden retires, and Warren Peck and A. B. Bethune continue, under the style of John W. Peck & Co.

Ontario assignments: Shiera & Co., dry goods, Port Arthur; J. R. Johnson, tailor, Chatham; Thos. Beeson, tailor, Ottawa; Charlebois & Ciappy, tailors, Ottawa; James S. Collins, men's furnishings, Simcoe; T. W. Taft, tailor, Tweed; Stewart & Co., men's furnishings, Guelph; H. A. Sippel, tailor, Preston; Sutherland & Hall, tailors and furnishers, Cobourg.

Quebec assignments: Geo. Labelle, dry goods, Montreal; E. Lepage & Co., fancy dry goods, Montreal; M. Lightstone & Co., manufacturers of hats and caps, Montreal; E. B. Cooke & Co., kid gloves, Montreal; Huber & Comptois, hatters and furriers, Montreal; Montreal Dress Stay Co.; Jas. Tremblay, furnishings, Ste. Cunegonde; Royal Waterproof Co., Montreal.

Here Are a Few of Them

Read this

No. 1350, 46 in. Black Cashmere, 18½ cts.	No. 105, Reversible Plush (heavy) 15 cts.
No. 130, all wool " " 30 "	No. J G, 66 inch Loom Damask, 37½ cts.
No. 135, " " " 37½ "	No. P1391, 54 inch Venetian Worsted, \$1.25.
No. B X, 42 in. Victoria Lawn, 8½ "	No. 796, 54 inch " " \$2.00.
No. D, 42 in. " " 10 "	No. P1202, 54 inch Fancy Worsted, 8 shades, \$1.50.
No. 111, 35 in. Grey Cotton, 5¾ "	No. 30, French Elastic Canvas, 8½ cents.
No. HM145, 35 in. Fine Cambric, 8 "	No. 40, " " " 10 "

MACKAY & CO., *Cor. Front and Bay Streets,* Toronto

BUYERS AND TRADE PAPERS.

BUYERS have become regular and interested readers of trade journals. There was a time when they gave them only a superficial attention, says Frabrics. Fancy Goods and Notions, but moved by their own interests they now give a careful perusal alike of the reading and advertising pages. They do not hesitate to say so, for they appreciate the value of trade journals, and seek to extend to them encouragement and support by both reading and subscribing for them. There is no way in which the buyer can be reached in such a speedy and practical way as through the advertising columns of the trade journal. And, on the other hand, there is no quicker method for the buyer to gain early and accurate information in regard to goods, and especially the novelties in the market, than in the advertising pages of the same publications. In fact the trade journals are the source to which the buyer now goes for the latest trade news, interesting reading, and valuable advertising, which are as important to him as anything he can find in the columns of the daily newspapers. He can no longer follow a beaten track in buying his goods with any safety. He must know what is going on in manufacture and commerce everywhere, and he must especially gain from the trade journals information in regard to the latest offerings of all the houses. He is quick to see that this can be accomplished in a most satisfactory manner by reading the fresh and varied pages of the trade publications. He looks forward to their perusal as a matter of pleasure and duty, becoming

in this manner familiar with the offerings from the advertisements and from the additional information which is given of them through the investigations of the journals. Advertisers fully understand the advantage of this method in reaching buyers, while the latter derive no less benefit from the information which is conveyed to them so readily and clearly in the advertisements which guide them to their most successful dealings.

HOURS OF LABOR IN GERMANY.

GERMAN social political thinkers have been pleading for some years for the introduction of a legal maximum day of labor. But these endeavors have been thwarted by the stubborn resistance of the larger industries, which are disposed to see in every legal restraint concerning the labor day a curtailment in their capacity for competition. That hours of labor in Germany are far too long is admitted by Germans themselves. One of the principal manufacturers of Frankfort frankly avowed as much recently during the course of a speech to a meeting of German-Americans at Dolgeville, in the State of New York. In the German spinning mills a shift of 13½ to 14 hours is the rule, with twelve hours real labor. In a few mills, however, the regular hours are one or two longer, so that the operatives are employed from 6 a.m. to 12 noon, and from 1 to 8 or 9 p.m. This is far too great a strain upon the worker. The present state of German politics is not calculated to promote the rectification of the evil

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GLOVES

7 Victoria Square, Corner St. James St.,
MONTREAL.

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

ENGLISH HATS FOR MEN.

MINISTER'S Gazette of Fashion, in its January number, speaks thus of 1894 hats:—"The first question which claims our attention in this departure is probably that of '94. Notwithstanding the emphatic protests of West-end manufacturers who, at present writing, are painfully in the dark as to the tendency of conventional dress, a much deeper bell than the present generally admitted half-inch is bound to prevail. It is but natural to suppose—judging by the fact that the "straight" or "sugar loaf" crown which accompanied the general sackiness of both top and under coats disappeared a couple of years ago with the return of shaping to the figure—and as coats have developed waist, so the silk hat has increased in depth of bell. The new era of extremely tight waists which we are inaugurating will affect hats correspondingly, so that even a fraction greater depth than the five-eighths now coming into vogue may be expected before the reaction takes place. I believe that brims must necessarily be wider and more sportively curled, and that those manufacturing Hatters who are preparing a deep-belled hat with narrow and slightly-curved brims are making a mistake.

"Straw hats for next summer's wear should be bought early, as far as concerns the better qualities, for there will be an advance in price on the higher grades and a large imitation of last summer's successful styles in cheap grades of Indian and colonial origin. Club colors will be the popular fad in bands, and with negligé out-door dress scarves will be worn matching the hat ribbon. Straw hat wearing will take even a greater hold in cities, and if the weather be at all appreciably warm, a closer approach to the American and Colonial common-sense notions of business dress will be noted. The mountains of prejudice which have been washed away during the past five years, among Englishmen generally, as regards conservatism in dress have been of almost incredible vastness."

A London correspondent of the American Hatter says: The tendency towards deeper "bell" grows more and more pronounced. At present writing the majority of West End houses are selling a half-inch "bell," and are in fact making up most of their spring shipments to America on the half-inch standard. One house alone has increased it to the depth of $\frac{5}{8}$ inch, which is quite as much as the prevailing fashion will stand, but I am of opinion that a fraction will still be taken off in the London market when the styles in clothing for the year 1894 are published. The spring styles for next year embody certain very radical changes of very much the same nature as have operated on the feminine idea of costume. London club men are beginning to see, or think they see, certain beauties in the attire of their ancestors at approximately the same period from which womankind are now filching their modes, and not the only expression of popular taste is to be a very deep belled hat with a high and extreme rolled curl. That such a hat will be worn in conjunction with a "stock" is not at all improbable, as within three months a stock has been invented which so simplifies the mode of adjusting that old-fashioned affair and adapts it to modern requirements that the style cannot help but force itself as a novelty. In the hunting field this stock has superseded every other model. It is called the "Bicester," and Welch, Margetson & Co. are negotiating with its inventors for its introduction to the fashionables of American cities.

"I merely intend in thus dragging in neckwear to show the American hatter that the deep bell is not an arbitrary fad, but is

logically following the general tendency of dress. Henry Heath is selling fast a shape of about 1-2 in. bell with a very smart roll curl. Two other leading West End hatters still stick to the 1-2 in. bell, but their brims are insignificant, and just curled enough to save their being termed flat. I do not intend by the foregoing that such British manufacturers as up to now have not adopted an extra deep bell have committed themselves not to do so later on. In fact, I am of opinion that what must, for many important reasons, inevitably follow, has only been prematurely published. It will serve as a hint at any rate, and bright Americans will ponder on it."

SPRING STYLES AND COLORS.

FROM what little interest is expressed in the matter the indications are that spring styles in men's hats will be conservative, and that no attempt will be made to introduce radical shapes in colors in either soft or stiff hats.

In stiff hats the tendency is decidedly towards medium proportions with a preponderance of full crowns. In this latter regard it is impossible to prophecy with any degree of accuracy.

The tastes of different sections of the country vary so greatly that widely divergent styles sell at the same time in different cities.

The dry goods papers aver that following periods of depression, there always comes a change in the demand for colors. In prosperous times bright colors are worn, while in seasons of depression more sober hues are preferred, as they are more economical and less expensive.

This may possibly hold true to a certain degree in hats; at all events the times are not auspicious for extremes, and it is not likely they will be offered.—The American Hatter.

POINTERS FOR BUYERS.

W. CAVERT & CO. will show the wholesale trade a very fine lot of white and grey blankets for next fall trade. They have the production of five blanket mills to sell for this coming year, with a united capacity of 75,000 to 100,000 pairs. They will also show shirts and drawers, hosiery, etc.

The demand for "Maltese Cross" mackintoshes among the large wholesale houses has been so great that the Gutta Percha & Rubber Manufacturing Co. of Toronto, Ltd., who are the sole manufacturers of these goods, have been obliged to double their capacity. The "Maltese Cross" brand mackintoshes are not merely "dew-proof" or "shower-proof" garments; they are thoroughly "water-proof," and are guaranteed not to grow hard or to open at the seams. Almost every Canadian dealer can recall with sorrow severe losses through inferior imported goods spoiling on their hands. Similar losses will be entirely avoided by purchasing the "Maltese Cross" brand, which are absolutely unaffected by any change of climate. The Gutta Percha Co. now "set the pace" in the mackintosh line.

Alexander & Anderson have been busy, for the past month or more, getting up their new spring styles of jackets, capes, etc. This firm is showing some stylish creations in this line for which they are sure to find a large and ready sale. Samples of these goods will be in the hands of their special mantle travelers in a few days, and all merchants interested in this line ought to see their collection.

= CARPETS =

We wish to advise the RETAIL TRADE that we are open to fill orders for Carpets in the following makes :

UNIONS, at 23 1-2, 25, 27, 28, 30, 35, 41 1-2c.

WOOLS, at 41 1-2, 52 1-2c.

SUPER WOOLS, at 72 1-2c.

BRUSSELS, TAPESTRIES, and VELVET PILES.

We will forward samples of any line you require.

We are the **Agents** for **Ten Canadian** and **American Carpet Mills** and therefore show the **largest range of Samples** in Canada.

In some of our Union lines we show 400 different patterns.

We solicit correspondence.

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43 St. Sacramento St.

Samples can be seen here also.

Branches in
WINNIPEG, VICTORIA,
ST. JOHNS, Nfld.

Glover & Brais' Styles *—IN— Men's Furnishings.*

London . . .	NECK WEAR
Paris . . .	
American . . .	
Domestic . . .	
Black Silk . . .	

The Surprise is the art displayed in our
Cotton Neckwear.

Note. Our White Dress Bows at \$1.25.
Forty (40) different styles.

Navy & White and Black & White Polka Dots in all styles.
\$2.25 and \$4.00 per doz.

GLOVER & BRAIS, Montreal.



TRADE CHAT.

THE estate of James Bell & Son, merchant tailors, Toronto, has paid 4 cents on the dollar. Charles Bell was the sole proprietor, and is now a resident of the States. It would fare badly with him if he were to return to the land of his dupes. Canada can afford to lose him.

McIlwraith & Tregenza, retail dry goods merchants, Hamilton, are going out of business.

A. J. Syer, blankets, flannels and knit goods, Wyoming, Ont., has added an extra set of cards.

E. Geer, merchant tailor, Norwood, Ont., was recently given a handsome present by his employees.

James Cormack, traveler for Wyld, Grassett & Darling, was laid up for a few days with "the same."

Is your clerk going to write an article for THE REVIEW's prize competition? Or are you going to try it yourself?

Albert Bradley, for stealing goods out of the Sarnia woolen mills, has been sentenced to three years in Kingston Penitentiary.

The customs officials have seized the goods of some Montreal Syrians, who have been smuggling goods to and from the United States.

The claims of the British Columbia sealers against the United States, amounting to \$1,000,000, have been forwarded to the Dominion Government.

The general stock of W. C. Young, Alvinston, valued at \$6,586.48, has been sold to Mr. Hennessy, of the same place. The price paid was 60 cents on the dollar.

"The Almonte Blanket Mill" is the name by which Messrs. Wylie & Shaw's new factory at Almonte will be known. The mill is expected to be running by the middle of January.

J. & J. Taylor, safe manufacturers, Toronto, have made a shipment of safes to Hong-Kong. Canadian manufacturers are hustlers as a rule, with some exceptions, who are exceptions.

The captain of the steam yacht H. R. Clarke, of Alexandria Bay, N.Y., has been fined \$100 for smuggling oil-cloth into Canada. He threw a roll of it off the yacht for a Rockport merchant.

Edgar Finch has caused a writ to be issued for \$1,500 in an action against H. Shorey & Co., Montreal, for damages for alleged wrongful dismissal. He was manager of their retail store in Toronto.

W. J. Chestnut, the well-known lacrosse player, who has been traveling representative of the Dominion Feather Co. for several years, with headquarters in Winnipeg, has been transferred to Toronto.

Mr. James O'Brien, the head of the well-known firm of James O'Brien & Co., clothiers, Montreal, is to retire from business. He has been in business since 1858, and has been highly successful.

Messrs. Preston & Norris gave a pleasant entertainment on Saturday for the benefit of all visitors to their store in the even-

ing. A delightful program of orchestral music was given, and there was a large attendance despite the unfavorable weather.—Winnipeg Free Press.

On Dec. 6 the McKay Woolen Co. will occupy their new store, J. D. McLeod's corner. They will open up a full line of ready-made clothing, tweeds, gents' furnishings and fur goods.—Charlottetown, P.E.I., paper.

Collections at the Montreal Custom House during November were \$553,820, as compared with \$513,696 in November last year. The inland revenue also showed an increase, being \$231,451, as compared with \$211,124.

The directors of the Richelieu & Ontario Navigation Co. recently entered into negotiations with a view to removing their workshops to Quebec. The city council of Sorel decided to offer the company a bonus of \$16,000, and it was accepted.

Mr. W. H. Cope, of the dry goods department of the Hudson's Bay Company's store at Winnipeg, has been transferred to the branch in Vancouver, B. C. Mr. Cope was very popular in the Prairie City, and general regret is felt at his departure.

The well-known dry goods establishment of John Murphy & Co., 1781-1783 Notre Dame street, carried on by Mr. John Murphy, will henceforth be carried on by Mr. Murphy in partnership with Mr. George Donald McKay and Mr. Hugh Henry.

Smith, a Winnipeg tanner, who was entrusted with \$1,000 worth of furs by Rogers & Co. to repair, after cleaning the goods, shipped the same to the Pacific Coast, and then followed on the next train. He was caught at Moosomin, and brought back for trial.

What can a young man of barely 25 years of age possibly want with \$4,000 worth of shirts? Among the liabilities of the eldest son of Sir Robert Peel, who has just become bankrupt, is an item of that amount. His debts amount to some \$250,000, while his assets are practically nil.

An unusually large and representative meeting of the knit goods manufacturers' section of the Canadian Manufacturers' Association was held in Toronto recently to discuss tariff matters. A committee was appointed to wait on the Government at an early date regarding the same.

The overseers of the Dominion Cotton Co. held their annual dinner at St. Lawrence Hall, Montreal, on the 2nd ult., and a very enjoyable evening was spent. Songs, speeches, etc., were indulged in after dinner, and the evening concluded with the singing of "God Save the Queen."

Mr. A. Porter, who has been with Messrs. S. Carsley & Co., wholesale dry goods, 113 St. Peter street, has been made a partner in the firm, which now consists of Messrs. Samuel Carsley, William Francis Carsley and Alfred Porter. The name of the firm is now Carsley, Son & Company.

The second annual dinner of W. A. Murray & Co.'s Cricket Club, Toronto, was held at Clow's on the 30th ult. Messrs. Rutherford, Oxley and Featherstonhaugh carried off the honors in batting and bowling, and were accordingly presented with cricket bats donated by members of the firm.

The following leading merchants of Ottawa, Messrs. J. F. Graham, M. M. Pyke, Robert Masson, Richard Doney, L. N. Poulin, H. Stevens, Gamble & Co., L. H. Nolin, D. Sinclair, T. Lindsay, C. Ross, L. G. Morgan, Jas. Pratt and Charles McDonald, appeared in the police court on Dec. 26th, and were

MOULTON & CO. Montreal Fringe
and Tassel Works
10 St. Peter Street, MONTREAL
Manufacturers of
Cords, Tassels,
Ornaments,
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Upholsterers' | Trimmings.
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MANUFACTURERS OF
19 Front
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Fringes, Cords, Pompons,
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... AND ...
UNDERTAKERS' TRIMMINGS

MATTHEWS, TOWERS & CO.,
Manufacturers and Importers of
MONTREAL
.. Men's Furnishings
WHOLESALE — Fine Goods a Specialty

JUNG & SIMONS
BLACK AND COLORED ITALIAN CLOTHS
FINEST GERMAN MAKE

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Sold only to the wholesale trade.

Have you a **SAFE?**

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Headquarters for **ROBES,**
Gentlemen's Furs,
and Tailors' Fur Trimmings.

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455 and 457—St. Paul St.—455 and 457

MONTREAL



DO YOU STOCK THEM? —

"Maltese Cross" **Mackintoshes**
BRAND

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN

... MANUFACTURED SOLELY BY ...

The **Gutta Percha & Rubber Mfg. Co.**
of TORONTO, Ltd.

fined \$1 without costs for an infraction of the early closing law. The parties were anxious to take advantage of doing all the business they could during Christmas week.

Mr. H. W. Williams, who resides at 41 Ulster street, Toronto, and who is a traveler for A. A. Allan & Co., has just returned to his home after spending two months in the hospital at Battle Creek. He is one of the many who were injured in the disaster at Battle Creek, Mich., on the morning of the 20th of November.

Wm. Dorling, merchant tailor, Alymer, Ont., celebrated his golden wedding on New Year's Day. The celebration took the form of a family gathering, the daughters, Mrs. James Wright, of Stratford, and Mrs. Thos. Bengough, of Toronto, being present with their families, in addition to Mr. Dorling's only son, Leonard.

At the annual meeting of the St. John, N. B., Board of Trade on Dec. 11th, Mr. W. Frank Hatheway was elected president, and Messrs. W. S. Fisher, John Seely, T. S. Williams, R. Cruikshank, Wm. Jarvis, W. H. Thorne, G. Wetmore Merrit, John White, C. A. Everett, John McMillan and George Robertson, directors.

The largest sale of cotton goods since May, 1885, was held recently in New York. The whole amount represented an aggregate value of nearly \$2,000,000. An exceeding large number of buyers were present, and the goods were disposed of in an exceedingly small space of time. Over 17,000 pkgs. were sold. Prices ruled high.

The death is reported at Maple Creek of J. F. Gowley, who at one time was engaged in the clothing business in Winnipeg, but latterly has been in the sheep ranching business and general store at Maple Creek. While out shooting Mr. Gowley sustained a scratch which came in contact with poison ivy. Blood poisoning set in, causing his death.

In the Probate Court for the county of Middlesex, the will of the late T. A. Mara, dry goods merchant, London, has been filed. By it the interest held by the deceased in the dry goods business, all the real and personal estate (consisting of stock in trade, cash and book debts), are left to the widow of deceased. The value of the entire estate is placed at \$45,135.

The death of James Murray, eldest son of Alexander Murray, the well-known Hamilton merchant, caused great sorrow in that city. He had been ill for more than a year, and his death was not altogether unexpected, but he had many warm friends, whose hopes led them to believe that he would not be called so soon. He had been in his father's store for some time while his health was good, and was 41 years of age.

The Gazette of Fashion, published by Minister & Co., London, England, comes to hand for January with a new outer garment—a dress suit this time. There is no need to recommend this journal to leading tailors, and outfitters, for they have known it for years. It can be recommended, though, to those who are not 'leading,' as a means by which they may become 'leaders.' The plates and patterns are excellent.

The Toronto Branch Commercial Travelers' Association of Canada never do things by halves. Some time ago an old member of the association, Mr. R. B. Linton, became blind. The association promptly set about to assist him, and as a result of a concert they got up December 16, in the Pavilion, raised \$1,300 to help him. One night at Henry Morgan's restaurant they presented him with a marked cheque for this amount. The even-

ing was enlivened by songs and speeches. At the close the members unanimously endorsed the platform of Mr. Warring Kennedy as Mayor for 1894. Mr. A. O. Hurst, secretary of the committee, was presented with a gold-headed cane for his generous work in behalf of Mr. Linton.

Hamilton's city clerk has been served with a notice in the suit of McMaster & Co. against Warren Totten, of Woodstock, and Hunter & Bell, for alleged improper distress against A. L. Davis for rent and taxes. Hunter & Bell claim to be protected by the corporation so far as the distress for taxes is concerned, and the notice to the city clerk requires an appearance on behalf of the corporation if this is disputed.

The large attendance which has been customary at the H. B. store musicales attended the closing one on Saturday. The big establishment looked neat and attractive and the orchestral selections, particularly the novelties, "Uncle Eph's Wedding," and the "Gathering of the Coons," were greatly appreciated. The management have decided to prepare other attractions for the Saturday night fetes during the winter season.—Winnipeg Free Press.

The serious advance in the price of flax, combined with the greatly increased cost of production through the coal strike, has compelled Messrs. W. Barbour & Co., limited, of Lisburn, England, to issue advanced price lists of thread. Up to the present we have not received similar communications from any other makers, but there is little likelihood of Messrs. Barbour having taken such a step without assuring themselves of the support of the trade in their action.

A pleasing annual occurrence took place at Mr. S. Carsley's store, Notre Dame street, Montreal, recently. It has been the custom of this popular dry goods merchant to make a seasonable present every year to the news boys and girls of the city. About two hundred youngsters received a full suit of warm underclothing and a muffler or shawl according to sex. Mr. Carsley says the poor of Montreal are better off this year than formerly, the number of applications being considerably less.

Sir Thomas McIlwraith, who has recently retired from the Premiership of Queensland, Australia, has started on a trip to China and Japan, whence he proceeds to America, proposing to visit Canada en route, which has also recently sent a representative to Australia in the person of Mr. Sanford Fleming, C.M.G., who is interested in the effort to introduce trade relations between the two great colonies of the Empire, in which effort Sir Thomas McIlwraith will warmly coincide.

Edward McSweeney, one of the oldest and most prominent of the business men of Moncton, N.B., died recently. The deceased was best known as the senior member of the dry goods firm of McSweeney Bros.; but the dry goods department was closed out some time ago, and Mr. McSweeney has of late years been devoting his attention to carpets and furniture. Mr. McSweeney was a close reader and a deep thinker, and was an occasional contributor to Editors' Drawer in Harper's. Deceased leaves surviving him a wife and two young children, three brothers and several sisters.

The foreign trade of the Dominion is remarkably well maintained, when we consider the decline in prices of cereals, and the stagnation of business in the United States and Great Britain. For the first four months of the current fiscal year, exports from Canada were only \$519,000 less in value than in the like period last year, a decrease more than accounted for by

TO THE **(CLOTHING TRADE)**

Thouret, Fitzgibbon

& Co.

MONTREAL

MANUFACTURERS
OF THE . . .

\$1 BOYS'
SUIT.

WRITE FOR SAMPLES.

GLAYTON & SONS,

Halifax, N. S.

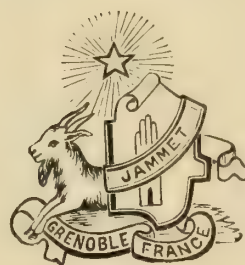
Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

We Still . .
Quote Prices



Trade Mark

Guaranteed

"La Chartreuse," 7 Stud laced, gussets, \$11.50

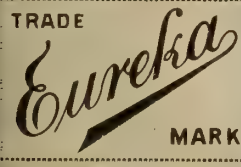
"Andree," 4 button, gussets . . . 9.50

Stock Carried • Fresh Goods

. . WRITE FOR SAMPLES . .

GERMAN ARTISTIC WEAVING CO.

WOVEN LABELS, NIGHT-SHIRT TRIMMINGS, INITIALS, ETC.



A

37



S.

15 1/2



Thayer,
McNeil
Hodgkins
Boston



Haskel & Haskel
20 WEST 23RD ST
NEW YORK

WOOLF BROS.
MAKERS
KANSAS CITY.

Stern Brothers,
New York.

Custom Made.

120 FRANKLIN STREET, NEW YORK. ALL ORDERS.

98 MARKT STR.,
CREFELD.

24 EDMUND PLACE,
LONDON, E. C.

8 FAUB'G POISSONNIERE,
PARIS.

the single item of live stock. On the other hand, the import trade since June 30th has exceeded that of last year by about \$1,800,000, the gain being principally in the free list.

Mr. M. Staton intends starting a knitting factory in Springfield, Ont., this winter.

Burrows Bros., the well-known carpet manufacturers, Guelph, have adopted a unique advertising scheme. It is a miniature thermometer, and, besides being ornamental, is a very useful little article.

Thomas Youngclaus, clothier, St. John, N.B., has been making extensive improvements in his block, at the corner of Main and Mill streets. There are three fine stores there now, and he will occupy the handsome central one himself.

W. R. Tufts, of Tufts & Sons, Vancouver, has been appointed secretary of the Northwest Commercial Travelers' Association for British Columbia. The directors expect a large increase in the membership of the association throughout British Columbia this year.

Mr. J. J. Westgate, manager of Hudson Bay Knitting Co., Montreal, met with quite a serious accident while acting Santa Claus on Christmas morning. His clothing caught fire from candles on the tree and badly burned both hands and face, confining him to the house for two weeks.

The fur store of E. C. Simmons, Barrie, Ont., was entered by burglars on the night of the 11th, and about \$100 worth of furs stolen. The thieves evidently belong to Toronto, as a letter was found in the stable where they slept, written from Brantford, addressed to W. R. Clark, George street, Toronto.

A fashionable wedding took place in the private chapel of the Archbishop's Palace, Montreal, this month, when Mr. Alfred Thibaudeau, son of the late Hon. Isidore Thibaudeau, and head of the firm of Thibaudeau Bros., was married to Miss Eva Rodier, daughter of the late Senator Rodier. Mr. and Mrs. Thibaudeau have gone to Florida on their wedding tour.

Messrs. Darling Bros., Montreal, have built within the last two months power elevators for the following parties: E. & C. Gurney Co., Toronto; Breithampt Leather Co., Listowel, Ont.; James Hall & Co., Brockville, Ont.; Haines & Lockhart, Belleville, Ont.; Dominion Blanket and Fibre Co., Beauharnois, Que.; Dominion Oil Cloth Co., Montreal; George Bishop Engraving Co., Montreal; Montreal Blanket Co., Montreal; and Montmorency Cotton Mills, Quebec.

George Caudwell is an enterprising dry goods merchant of Brantford, and he believes in the cash basis for a dry goods business. His cash book shows that he has served as many as 1,560 cash customers in one day. Fifteen years of experience has taught him this; but there are many men who wouldn't learn as much as Mr. Caudwell has, even if they had a hundred years' experience. Because he adopted modern methods, he has a handsome two-flat store and employs 22 clerks.

Mr. Ogilvie, President of the Montreal Board of Trade, is being pressed to run for another term. In reply to a deputation, Mr. Ogilvie, after expressing his gratitude for the kindly sentiments, said that there was a great demand on his time to attend to private business, but still he could not refuse to listen to their request. There were matters connected with the new building on which he had a feeling, and he would like to see them straightened out before leaving office. He went on to say that if it was desirable that he should remain in office for another term, it was also desirable that there should be no

change in the treasurership, as there were matters which could not well be taken up by a new treasurer. He would accept office, provided that Mr. Judge retained the treasurership.

The New York Dry Goods Economist of January 6th had one of the prettiest lithographed covers any trade journal has ever used. Not only is it, on both the front and back, a striking advertisement for an energetic New York firm, but it is an illustration of how an illuminated page of a dozen or more colors, can be produced by the latest methods from three photo-engraved zinc plates, instead of as formerly from a dozen stones, i.e., one stone for each separate tint. The Economist is certainly deserving of the excellent support it receives from its patrons.

The country is full of advertising fakirs. One of the latest of foolish advertising schemes is a volume published in Toronto and called "Toronto Illustrated." A man buys \$15 worth of the books and gets a puff free. The book is nothing but puffs, and a few pictures of the "puffed." If the pictures could show the feelings of the "puffed" after they realized what they had done, there would be a write-me-down-an-ass and somebody-kick-me expression on their faces. Do not tell it above a whisper—there were many dry goods men "in it." Advice—Do not advertise in anything but a newspaper, or something that is entirely your own, such as a circular, catalogue, etc.

The bankrupt stock of A. Bowes & Co., dry goods, Princess street, Kingston, has been purchased by John O'Connor, manager for F. X. Cousineau & Co., Toronto. He took possession on New Year's day, and immediately began to slaughter the stock, to the disgust of the other Kingston merchants, who pay the taxes—their share—and help keep the old stone city in running order. Down in their heart of hearts they moralized on selling by wholesalers on long terms of credit to irresponsible men, the accepting of compromises, the throwing of bankrupt stocks on the market, etc. But the stock will not all be slaughtered there. Part of it will be slaughtered in Hamilton, where Mr. Cousineau advertises that he is running three large bankrupt stocks. Poor Hamilton!

Middletown, Del., was left, by the shifting of the peach belt, with 1,500 inhabitants, and not one considerable business interest, so a few men of the place got together \$3,000, built the plant of a shirt factory, and turned it over, rent free, to a large concern in a neighbouring city. The factory now, at the end of two years, is turning out 600 dozen shirts a week, enough to clothe every man in town a dozen times over, and employing, at wages varying from \$3.50 to \$10 per week, eighty young women, or more than five per cent. of the population. The concern to which the plant was turned over takes the entire product, and pays out in wages \$25,000 annually. Nearly all the employees are persons who heretofore have earned nothing. The factory is about to be extended, and the concern operating it will pay for the extension rent equal to the interest on the original investment. The shirt factory is the pet of the place, and when any one of the prosperous citizens who started the concern meets one of the factory girls on the street, he takes off his hat with the same elaborate courtesy he would show to his neighbor's wife.

BUSINESS CHANCE

STORES AND OFFICES TO RENT in the Thomson Bros. Block, Calgary, a three-storey stone building, plate glass front; heated with hot water; lavatory, closets, etc.; most central location in the city; ready for occupation in about a month. Address, THOMSON BROS., Calgary.

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital, \$10,000,000)

*Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.*

Silk Seals, Silk Velvets, black and colored,
Dress and Millinery Plushes, Etc.

Silk and Mohair Furniture Plushes, Etc.

To be had of all the leading Wholesale
Houses in Canada.

SOLE AGENTS FOR THE DOMINION:

H. L. SMYTH & CO., Montreal and Toronto

SPRING 1884. NOVELTY PATTERNS & STYLES

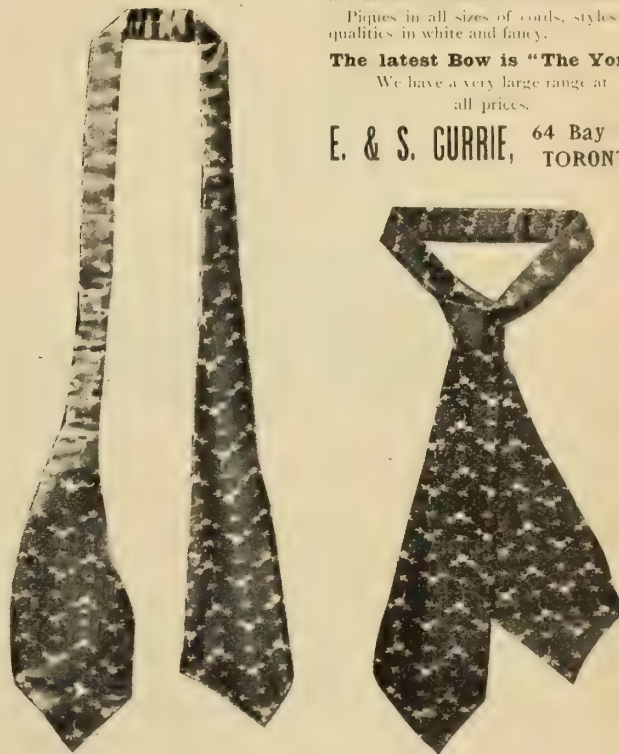
IN WHITE SILKS

White Grounds with Colored Embroidery and newest shades in Colored Grounds.

Piques in all sizes of cords, styles and qualities in white and fancy.

The latest Bow is "The York."

We have a very large range at all prices.

**E. & S. CURRIE, 64 Bay St.,
TORONTO.**


Still a Favorite ::



Our Reliable Suspender has sold largely
ever since we introduced it to the trade.

No Sewing to give out! No button
holes bursting! No pulling apart in the
back!

If you haven't seen it, send 50 cents for
a sample pair.

We make a complete line of Braces,
Hose Supporters, Belts, etc., and keep up
to the times. A specially fine line of Holi-
day Braces.

C. N. VRROOM, St. Stephen, New Brunswick


1/4 size fac-simile of package.

BUTTERMILK TOILET SOAP

**THE BEST SELLING TOILET
SOAP IN THE WORLD.**

**Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.**

**When sold at a very popular price it
will not remain on your counters. Try
a sample lot.**

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.
84 ADAMS ST., CHICAGO
F. W. HUDSON & CO., Sole Agents, TORONTO.

THE BEST IS THE CHEAPEST

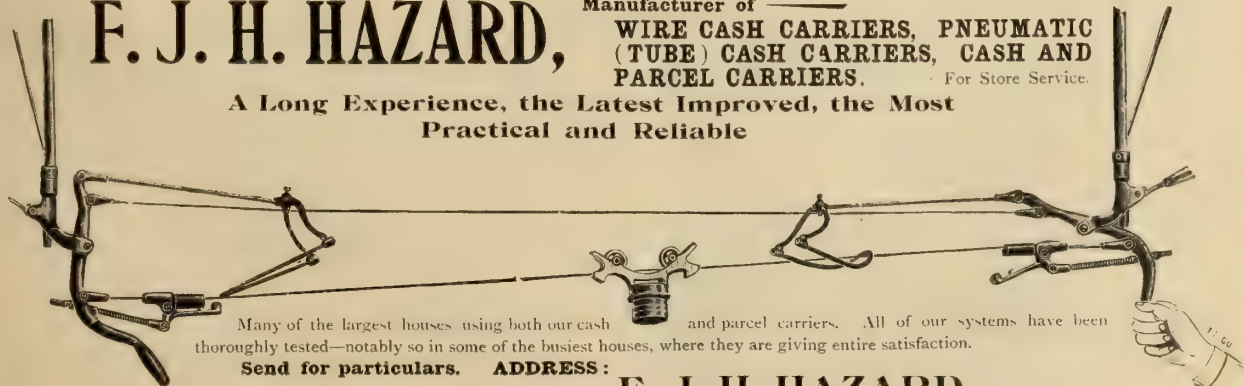
F. J. H. HAZARD,

Manufacturer of

**WIRE CASH CARRIERS, PNEUMATIC
(TUBE) CASH CARRIERS, CASH AND
PARCEL CARRIERS.**

For Store Service.

**A Long Experience, the Latest Improved, the Most
Practical and Reliable**



Many of the largest houses using both our cash and parcel carriers. All of our systems have been
thoroughly tested—notably so in some of the busiest houses, where they are giving entire satisfaction.

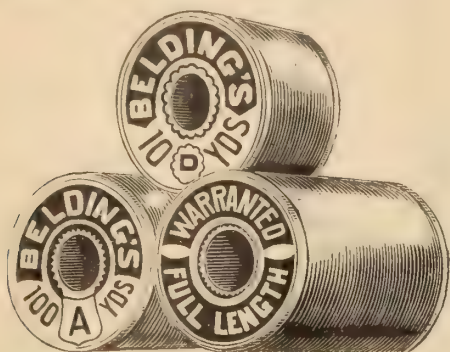
Send for particulars. ADDRESS:

F. J. H. HAZARD,
81 Victoria St., TORONTO, ONT.

Established 1884
Patented in Canada and the United
States

LIKE all other Silk Thread Manufacturers, we make different qualities of 100 yards and 50 yards Spool Silks to meet the demands of the trade.

The Only Brand we recommend is that bearing our own name on Spool like this.



Belding's Silks will be found the best in the market, and average 10% stronger than any other make.

See that the name Belding is on every Spool, and take no other.

All the Leading Retail Dry Goods houses from the Atlantic to the Pacific keep Belding's Silks.

**BELDING, PAUL & CO., Ltd.,
MONTREAL.**

The Worsted and Braid Co.

OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



A¹/_s kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

THE WORSTED AND BRAID CO., Limited,
TORONTO JUNCTION

Established 1792

KNOX'S



Tailors' Linen Threads

— ARE —

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE
PAST 100 YEARS

BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE
NO OTHER

CHADWICK'S SPOOL COTTON

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned;

Robinson, Little & Co., London
W. R. Brock & Co., Toronto
Samson, Kennedy & Co., Toronto
Caldecott, Burton & Spence, Toronto
Knox, Morgan & Co., Hamilton
R. J. Whitla & Co., Winnipeg
S. Greenshields, Son & Co., Montreal
Jas. Johnston & Co., Montreal
Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

WOOLENS AND
TAILORS' TRIMMINGS

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."
THOMSON'S
ENGLISH MADE,
Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular
Prices:

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears
our Trade Mark, the Crown. No others are genuine.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

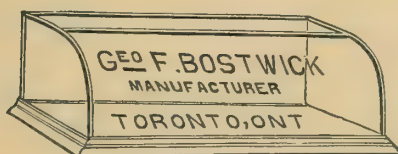
THE DOMINION COTTON MILLS COMPANY.

MAGOG PRINTS.

A Full Range of PURE INDIGO PRINTS is now
being shown to the trade. Ask Wholesale Houses
for Samples.

All Goods Guaranteed and stamped "WARRANTED
PURE INDIGO."

D. MORRICE, SONS & CO., Montreal and Toronto
Selling Agents.



MANTLES, GRATES and TILES
OFFICE AND STORE FITTINGS
AND FURNISHINGS.

THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



ALLOA

KNITTING

Paton's
Make

Have long been CELEBRATED for
their EXCELLENCE of QUALITY
and GREAT DURABILITY . .

• WOOLS

An immense variety of Rich Colorings in Wheeling,
Fingering, Vest, and Petticoat Wools to select from.

Merchants having any difficulty in procuring them will please communicate with

JOHN F. RAPHAEL

190 St. James St., Montreal
Agent for Canada.

or to JOHN PATON, SON & CO.

Alloa, Scotland; and 51 Mil-
ton St., London, E.C.

Only makers of the ORIGINAL ALLOA YARNS.

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



NEW YEAR'S GREETINGS

The Great Print House of Canada

TO THE TRADE:

Spring Prints 1894 Spring Prints.

We have received large shipment for the Spring Season Trade. Our stock is now the largest, newest, and best value ever shown in the Dominion of Canada. Merchants who have not already ordered their **SPRING PRINTS** and wish to secure any of our popular numbers will please place their orders early.

Dark Fancies, Light Fancies,
Linen Effects, Ombre Effects,
Loie Fullers, Medium Effects,
Dark Grounds, Light Grounds,
Pongee Effects, Seersucker Effects,
Indigo and White, Cardinal and Navy,

Red Grounds in Spots, Stripes and Figures,
Cream Grounds, Shot Effects,
Indigo Spots, Indigo Fancies,
Black Grounds in Spots, Stripes, etc.,
Greys, Plain Blacks, Black and Grey,
Light Plates, Dark Plates,

Lilacs, Madders, Light Pads,
Reversibles, Fancy Regattas,
Shirting Regattas,
German Light and Dark Delainettes,
Scotch Chambrey, Crinkles,
Plain Sateens and Gingham.

Thousands of Patterns to Select from at Popular Prices.

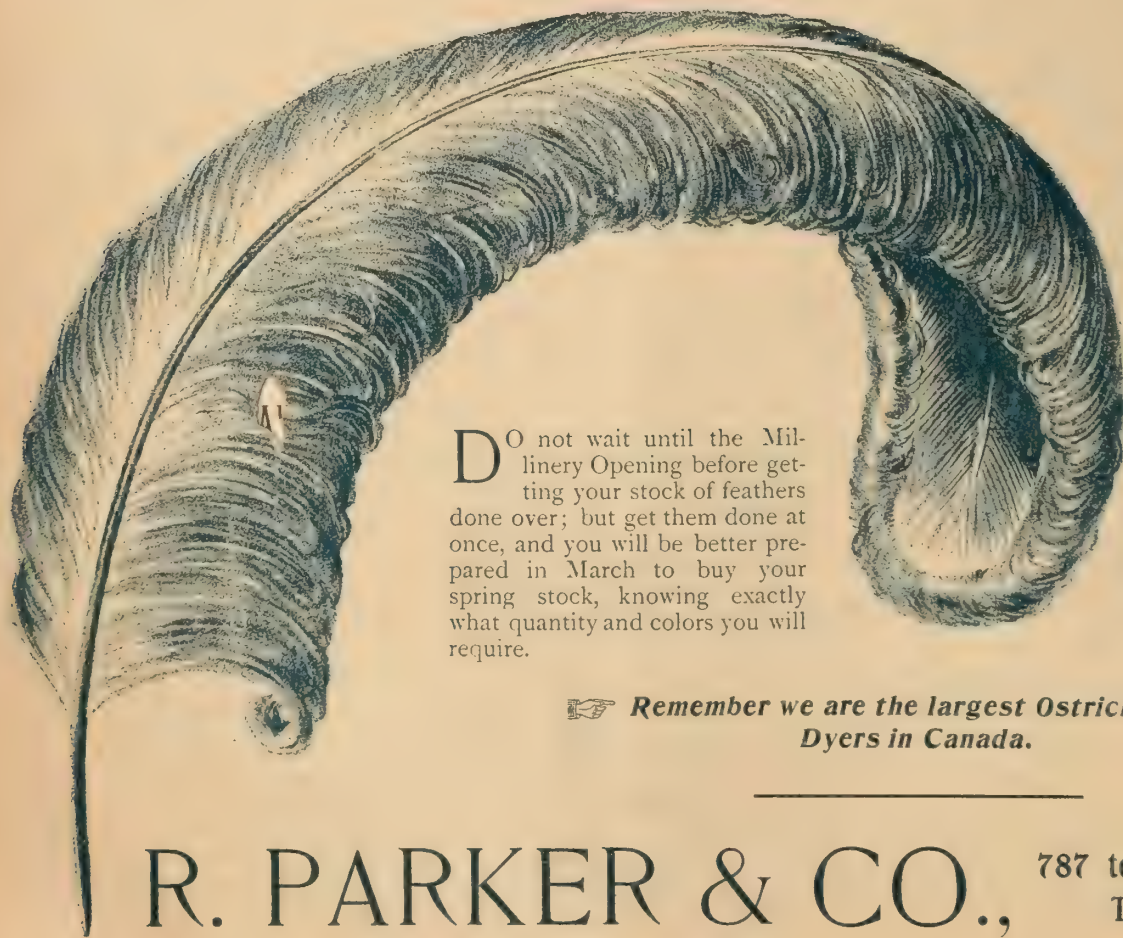
ORDERS SOLICITED.

Filling Letter Orders
a Specialty.

JOHN MACDONALD & CO.

Wellington and Front Sts. East,

TORONTO



Ostrich Feathers

Cleaned,
Dyed and
Curled.

DO not wait until the Millinery Opening before getting your stock of feathers done over; but get them done at once, and you will be better prepared in March to buy your spring stock, knowing exactly what quantity and colors you will require.

 Remember we are the largest Ostrich Feather Dyers in Canada.

R. PARKER & CO.,

787 to 791 Yonge Street,
TORONTO, ONT.

CANADIAN DRY GOODS REVIEW



1904
SPRING TRADE NUMBER

THE McLEAN PUBLISHING CO.
TRADE JOURNAL PUBLISHERS,
TORONTO, CANADA.



GOODS STAMPED
PRIESTLEY'S

CRAVENETTE
Trade Mark - The Varnished Board

Are
recognized
as the only
authentic

**POROUS
WATERPROOFS**

the most perfect waterproofs
on the market.

*Rainproof. Porous.
Durable. Stylish.
Healthy. Comfortable.*

Topcoats and all Cloakings are stamped
every yard on the back.

Serges and all Dress Materials are stamped
every 5 yards on a SEWING.

ONLY THOSE SO STAMPED ARE GENUINE.

No Mourning Department

complete without

**PRIESTLEY'S
CELEBRATED
BLACK GOODS**

FULL RANGE IN STOCK

5/11/11

Samples and Quotations

Trade Mark - "THE VARNISHED BOARD."

S. Greenshields, Son & Co.

SOLE SELLING AGENTS

MONTREAL

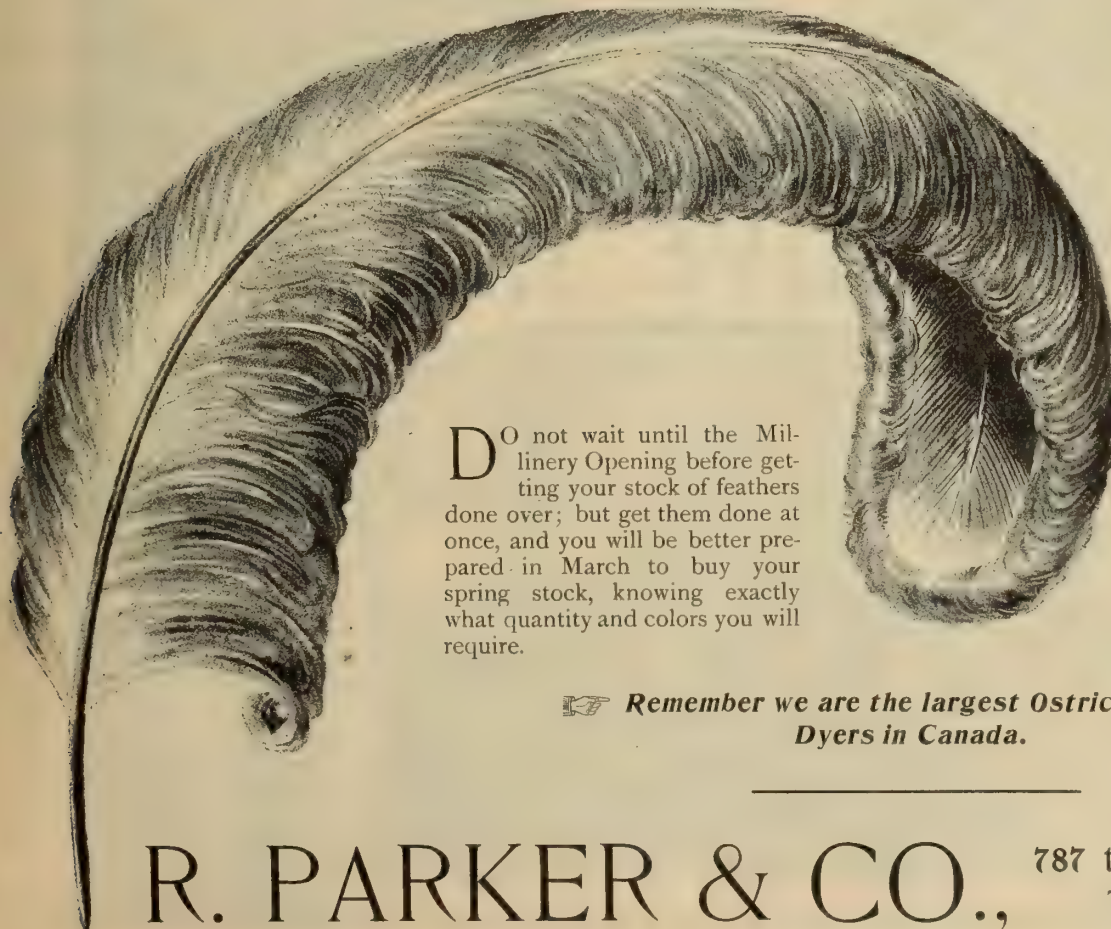
THE
**Confederation Life
Association's**

J. K. MACDONALD,
Managing Director.
W. C. MACDONALD,
Actuary.

Head Office :
TORONTO

POLICIES are
Unconditional **Automatically Non-forfeitable**
FROM DATE OF ISSUE. AFTER TWO YEARS.

Extended Insurance being granted for the full amount of the policy until the entire reserve value is used up.



**Ostrich
Feathers**



Cleaned,
Dyed and
Curled.



DO not wait until the Millinery Opening before getting your stock of feathers done over; but get them done at once, and you will be better prepared in March to buy your spring stock, knowing exactly what quantity and colors you will require.

 Remember we are the largest Ostrich Feather Dyers in Canada.

R. PARKER & CO., 787 to 791 Yonge Street,
TORONTO, ONT.

BEE HIVE
WOOLS.

Beehive
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

BEE HIVE
FINGERING
3 PLY 51
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

BEE HIVE
SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

J. & J. BALDWIN.
MANUFACTURERS

BEE HIVE
BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

CLARK BRIDGE MILLS, HALIFAX.

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital, \$10,000,000)

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Makers of Pile Fabrics
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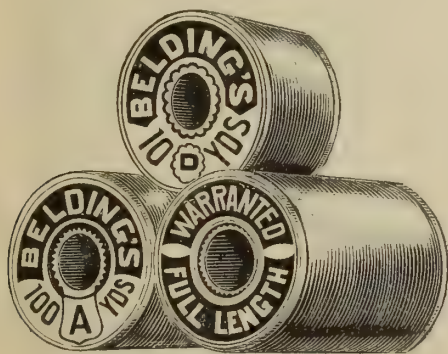
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CANADIAN DRY GOODS REVIEW

VOL. IV.

TORONTO AND MONTREAL, FEBRUARY, 1894.

No. 2.

**THE J. B. McLEAN PUBLISHING CO.,
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**Trade Journal Publishers,
AND**

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PROGRESS.

OW we all delight to see a progressive man—the man in whose bones the marrow even seems to contain an inexhaustible store of energy, so that he is always bright, energetic and brilliant. He is not satisfied with the height to which he climbed last year, but aims to go higher this year. Last year's fights with the cold, hard world of business brought him much gain. Armed afresh, and with added experience, he will wage a sterner battle this year.

The merchant is a man who is either progressive or retrogressive. There is no watershed in business upon which a man can stand and decide whether he will go down one side or the other. He is always going towards the one goal; he cannot stand still, for this in itself would be retrogression.

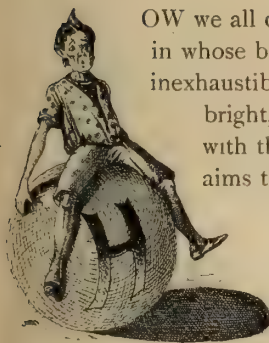
How does a merchant make progress? He may make it by being original, but all men are not original. Even originality includes applying in your own way that which you have picked up from the conduct of others. A merchant makes progress often because he is always ready to exchange opinions with the men who are seeking success in his line of labor; he gives and takes and profits by both. A merchant is progressive who

reads his trade paper, learns what his competitors are doing, and without becoming a mere imitator, learns to be up with the times.

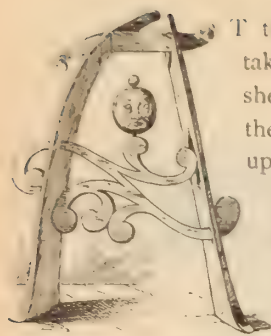
Trade papers to-day occupy a unique position in the world of commerce. This is the age of specialties, and the trade paper is a specialty. The machinery of commerce to-day has wheels which are as fine as the finest in the movement of a watch, and those that are as coarse as those of a turbine. Their movements are often as easily seen as the movements of electricity from one generating cell to another. To study these movements, sympathies, reactions, varyings, turnings, etc., a set of commercial critics has been developed, and these men are the men who make the trade papers readable and valuable. These men are uninterested judges, who watch, guide, prophecy and deliver judgments. The merchant who knows not these men is merely a fly on the great balance wheel of commercial industry. He is not heavy enough to affect its movements.

THE DRY GOODS REVIEW has aimed to place itself as the foremost critic of the dry goods trade, and feels that it has always made progress towards that goal. Its third annual Spring number is now presented to the trade for its approval. The publishers are confident that it is better than their previous efforts, and that it will receive a corresponding appreciation from the trade to which it caters. The publishers believe that no printing, lithographing or photo-engraving establishment can produce anything too good for THE REVIEW, and consequently the best that the Canadian craft can produce has been secured, and the same remark applies to the paper used. THE DRY GOODS REVIEW has an aim, and that is to be the best trade journal in Canada. Some of its ardent admirers say that it has reached that eminence already, but the publishers see a goal a long distance ahead. But it will always be the aim of the journal to give its patrons the utmost value, to gain the confidence of the trade, to live up to its convictions, to be independent always, to give subscribers impartial attention, and to do business on business principles.

THE DRY GOODS REVIEW will never allow to appear in its pages any advertisement in which it has not the fullest confidence, and on which its readers cannot fully rely. The firms who advertise in this journal must be firms whose business reputation is above suspicion, and THE REVIEW guarantees that they are such. Should any dealer wish any knowledge concerning the firms who advertise in its columns more than is contained in the advertisement itself, this will be cheerfully given on request. Our aim is to supply our readers with all the information at our command.



STOCK-TAKING.



T this season of the year every merchant takes stock, or, if he doesn't, he expects the sheriff to do so shortly. There cannot be the least doubt that the stock will be entered up at its proper value by one of the parties.

Stock-taking is an old habit. It is said that Adam took stock when he left the Garden of Eden, and found he had one wife, two fig-leaf aprons, and a sad heart. Then everybody knows of that old Jewish saint who took stock—the stock that had stripes, or bars, to distinguish them from those who had not. Then, some of the heathen who lived in those times took stock—that didn't belong to them; some people in the Western States have a similar habit.

But the stock-taking in which dry goods merchants are most interested is a modern invention; so modern that some merchants seem to think that they will be liable to imprisonment for infringing on a patent if they use it. But we have taken the pains to investigate the situation, and can assure Canadian merchants that there is no danger to them from this source. As the poet says, the right to take stock is "as free as the morning air."

Many merchants have a wrong idea of stock-taking. Some men in taking stock would just find out three things: the invoice price of all the goods unsold, the amounts owing wholesalers, and the amounts owing him. So firmly does this idea seem to have got hold of merchants, that many of them will enter up the suit they have been wearing for two years at its full cost price—\$8.75. They never seem to realize that anything they have bought can depreciate in value; they never see the depreciation in that suit, until the second-hand clothes man remarks that he would give 25 cents for the suit, with a new shirt thrown in. But stock depreciates after the close of each season, and the merchant who recognizes this and acts accordingly, is the man who is making a success of his business.

To estimate stock at its true value is the secret of successful and beneficial stock-taking. The man who cannot see exactly what stock is worth what was paid for it, will not benefit much from the process. It is like eating food and not digesting it. It is like lending a man five dollars for a couple of hours, and when he comes for another five, taking no lesson from the fact that the first five was not returned.

Stock-taking should separate the goats from the sheep. It should divide the stock into two classes—the one class that is sound and healthy and doesn't need the doctor's care, and the other class that must be brought forward into the sunlight, undergo a surgical operation under the price-trimming knife, and then be discharged from hospital as soon as possible.

Such stock-taking teaches the taker that any price for last season's goods is better than holding them. Some goods can safely be held; others depreciate 25 per cent. each succeeding season. Stock-taking indicates these goods, and the merchant can only be benefitted if he brings out these goods and keeps his eye on them until they are gone.

When the stock has been taken at its proper value, and the liabilities and assets summed up, the profits for the year are shown. These profits should be sufficient to pay for the risk, the interest, and the merchant's salary, and leave a nice surplus.

This surplus, and this surplus only, is the net profit; the other amounts are merely earnings. The merchant should not make a mistake about this.

If the merchant has more than one class of business combined under his roof, each class should show its profits distinct. Every department's profits should be shown singly. It is only thus that the merchant can discover what part of his business is a profitable venture, and what part of it may prove a maelstrom for his capital.

MARKED WEAKNESS IN RAW FURS.

THE raw fur market at present is in a very unsettled condition, in fact has been so throughout the present season.

As the Montreal correspondent of the REVIEW noted early in the fall, the prospects pointed to low prices on all the leading lines of Canadian and other furs, and the course of events since that prediction was made early in December has fully borne it out. The natural result, of course, has been that operators in raw furs in Montreal, which is the leading market in Canada for the business, have been very reluctant buyers of all kinds of furs, stipulating in every case for figures which would allow them a margin sufficiently wide to protect them in almost any event on what purchases they have made. In fact, so much has this been the case, that sellers of raw furs from the country who visited Montreal to do business, have complained that there is a combination among the buyers who have come to an understanding this year to beat down raw furs below legitimate rates. It is needless to say that this is not the case, but that the present conservative course pursued by Montreal buyers of raw furs is due to the unsettled reports which are received from both the Continental, European, and London markets, and also New York. In fact it is almost a foregone conclusion with raw fur operators in Montreal that the March fur sales in London this year will be very much below the usual average of prices. Many of them, therefore, are refusing to buy any lines of furs even at the very lowest figures, and, all in all, the outlook for shipping furs is so blue that buyers scarcely know what they are justified in paying.

BRITAIN, CANADA, AUSTRALIA.

A FAST Atlantic service between Canada and Great Britain would be a paying speculation. More than that it would be a patriotic undertaking worthy of even a British statesman's notice and an honor to a Canadian. It is needed so that Canadian and British passengers and goods will cease to travel via New York.

An Australian service even better than is now in existence is needed, and it is to be hoped that Sir Chas. Tupper and Mr. James Huddart will be successful in convincing the Marquis of Ripon that a British subsidy would be a wise thing. Another and better steamship should be added to the line, and it would redound both to the benefit and glory of Great Britain, Canada, and Australia.

A Pacific cable is needed. It is needed now and should be laid now. Let Great Britain consider well the requests of the two fairest of her children, and strengthen the bonds, which unite the colonies to the Mother Country. Advancement is gradually being made towards an Empire—for commercial purposes only—which will stand united and strong in any war of tariffs. The bonds of this scattered Empire should be strengthened.

AN ENGLISH VIEW OF CANADA.

BRITISH merchants see only one blot on Canada's commercial shield. Listen to The Drapers' Record: "We have frequently referred to the peculiar position of debtors and creditors in Canada, and a few weeks ago we pointed out that this was the only weak point in dealing with the colony, the conditions in other respects being favorable for an extension of commerce between the mother country and the Dominion. We are glad to notice that the blot on Canada's commercial standing is being keenly felt by Canadians themselves, and judging by reports which appear in the November and December issue of THE DRY GOODS REVIEW, an agitation has arisen, and is gathering such strength as will compel the Dominion Government to take the matter seriously in hand, and put a measure on the Statute book which will remedy the present disgraceful condition of affairs, and raise the status not only of the colony as a whole, but of each individual member of it. It may appear anomalous that the passing of a bankrupt law should raise the status of a trader, but such, we shall show, would be the case. In the present chaotic condition of affairs the wholesaler, although satisfied with the position of his retail customer at the moment he supplies goods to him, cannot be sure that before the time of payment comes he will not have assigned, for some purpose or other, perhaps to a relative, for an old standing loan, or even to another wholesale house where he has a large credit. Such an assignment would be perfectly valid, and there would be no chance of wholesaler No. 1 obtaining a penny for the goods recently supplied by him until the preferential creditor or creditors, in whose favor the assignment had been made, had received payment in full of their claims. It will, therefore, readily be perceived that the credit and high standing of any Canadian trader is always subject to the possibility of his availing himself of the present improper state of the law, and in calculating his status in the commercial world (which is, of course, not bounded by the Atlantic and Pacific Oceans) a discount must always be taken off to provide for this contingency, and he therefore loses caste as compared with the traders of other nations

"As is only to be expected, no class of persons suffer more from the present state of the law, and none feel the grievance heavier than the Canadian traders themselves. It is true that the lack of security deters British exporters from launching out in the Dominion as they would otherwise do, and they have to miss the profits which they would be able to make if they could trade with confidence. But the Dominion loses a great deal

more by not having the money, goods, and the credit which British merchants would introduce to the country if they could pursue a vigorous policy; and, in a young country like Canada, money and credit are at least half the essentials to prosperity. That such is the feeling of Toronto merchants is clearly shown by a report of the November meeting of the Board of Trade of that city. The meeting unanimously decided to urge upon the Government the necessity for passing a bill which is already in draft, and our contemporary states that 'a fearless, independent criticism of the Government's sluggishness on the matter pervaded the whole discussion, and the earnestness was such as will brook no further delay.'

"We who live under probably the best bankruptcy laws pos-
sessed by any State are apt to grumble at the delays, the tedi-

ousness, and the poor results which come from an estate which once reaches the purlieus of Carey street. But, at least, we have the protection of that institution to prevent the debtor setting us at defiance, and dealing with the goods we have supplied him with according to his own sweet will, while coolly declining to pay us for them. What should we say to a case reported in THE DRY GOODS REVIEW, in which a firm in the maritime provinces bought goods in Toronto and gave a bill for them? When the bill became due, they asked for a year's extension, without interest, threatening, if this were not given, they would make a preferential assignment, and when the second bill became due offered a compromise of 12s. in the £, with the same threat as before. Another instance is given of a firm in St. John's, who bought goods in Toronto, and when payment became due gave the creditors an option of taking 6s. 8d. in the £, or getting what they could after someone else had been given a preferential assignment.

Many other instances of what we

should call shocking commercial depravity are given, but in Canada, as they are quite within the law, no one has a right to complain, except of the law. That the law tends to make men dishonest is shown by Bradstreet's, which reports that while there was only 1 per cent. of fraudulent bankruptcies in 1890, there were 4 per cent. in 1891, and over 5 per cent. in 1892.

"What complicates matters still further, and renders trading for Canadians unsafe, and for Englishmen impossible, is the multiplicity of little laws in the different divisions of the Dominion dealing with chattel mortgages, assignments, etc. Therefore we most cordially support our Canadian cousins in their endeavors to remove the reproaches which have so long hung over them, by passing a sensible Bankruptcy Bill applicable to all parts of the Dominion alike."



SPRING.

SHORTENING CREDITS.



As to emphasise what was said in the January issue of this journal as to the advisability of shortening credits in the dry goods trade, we present our readers with the views of the leading wholesalers in Montreal and Toronto, and we venture to assert that no more valuable opinions have ever been given on this subject than are given here. These opinions are those of men who have most capital invested in the wholesaling of dry goods and hence have most at stake, and also know exactly how the present terms affect the trade and how a shortening of terms would result.

The retail merchant with little capital will view such a shortening of credits with alarm, but the man who is solid on his feet must necessarily view it with favor. Shorter credits would mean the outrooting of the weak retailer, the restriction of failures, the limiting of the number of bankrupt stocks thrown on the market, and a placing of the trade on a firmer and more business-like basis. But we will reserve further criticism until the reader has heard what the wholesalers have to say :

E. B. GREENSHIELDS'S VIEWS.

Mr. E. B. Greenshields, the senior member of the firm of S. Greenshields, Son & Co., admitted that some shortening of credit was advisable. He did not consider that the country was in a position to adopt the sixty days net idea, remarking that the United States, a much richer country than Canada, had not adopted it until after the civil war, during the boom which followed that event. Reform would, owing to the conditions in Canada, have to be secured gradually, and as the four months idea was a good move, and the only feasible method at present, the trade should find it to their advantage to adopt it generally. It was, to all intents, in vogue now on domestic cottons and woolens which wholesalers sold to their customers at practically the same terms at which the goods were bought from the manufacturers, viz., Canadian cottons, 3 months or 3 per cent. for cash, and Canadian woolens, 4 months or 4 per cent. for cash. A customer, if he was in a position to take advantage of the cash discount, could do so. He thought this was about as short credit as the condition of the country warranted at present, and if they could get the trade generally to assimilate their terms on imported goods more to the above methods, it would be a step in the right direction. Reform, in fact, was absolutely necessary, because the terms on which English goods were bought were much changed from what they were in the old days. Of course, a certain proportion were still bought on the six months' terms, but the bulk was on four months, while a large proportion were cash goods. Besides, as the importers here did not get the goods for six weeks after the date of the order, the most of them were cash goods, or nearly so. Most of the houses sold these English goods at six months, dated from the 1st of April, and, in view of the above circumstances, anyone would recognize that a change was advisable. Some of the houses—his own, among the rest—were selling a large proportion of their English goods at four months 5 per cent. for cash, but they found it difficult to observe this method strictly, in view of the fact that other firms were offering the same goods on six months' terms. He was sure, therefore, that if a general understanding could be arrived at on the matter, no one in the trade would

object to a shortening of the existing long credits. Another stumbling block in the way was the action of agents of English wholesale houses, who competed with Canadian wholesale merchants, and sold on six months' terms. He knew of leading firms whose chief objection to the shortening of terms was this competition of English houses. It was against human nature to expect that the former would consent to see business taken away from them. However, if these little difficulties could be got around, a universal observance of the four months 5 per cent. for cash would be a decided advantage. With regard to a still shorter system of credits, it was very admirable, no doubt, but not practicable at present.

A PRACTICAL THOUGHT FROM MR. CLEGHORN.

Mr. J. P. Cleghorn, of J. G. McKenzie & Co., was in favor of anything that could be done to shorten the present system of long credits. A good deal of it was due to the wide extent of country which traders had to consider in selling goods. That it was wrong, however, no one would deny, but he questioned if the trade could come to an agreement on the point. He was sure, however, that the matter would remedy itself in time. One way to do so, and perhaps the most effective, would be for the brokers to refuse to discount long dated paper. It the latter could be induced to do so it would nip the evil at the head.

MR. ROBERT GAULT'S VIEWS.

Mr. Robert Gault of Gault Bros. said that the credits allowed by the dry goods trade of Canada were altogether too long, but the custom was an old established one, and while modifications had been made and successfully in the case of some lines, the bulk of the goods were sold on too long terms. For instance, a buyer came into their warehouse and bought a parcel of goods in December and had them delivered in January, but did not pay for them until six months from the first of April, or, in other words, the importer did not get his money for goods imported, and perhaps paid for shortly after the first of January, until October. That this was ethically wrong any one could see at a glance, but it was difficult to know what steps to take to remedy the matter, which was purely one of business competition. He cordially endorsed anything that could be done to secure the general recognition of the four months' method, which was as much reform as any one could expect at one time. He knew that the system of 60 days net, also 30 days, was in vogue south of the line, but Canadian traders were not in a position to adopt it at present.

MR. SLESSOR'S VIEWS.

Mr. Jas. Slessor, the senior partner in Jas. Johnson & Co., said that the policy of the agencies of English wholesale houses was in his opinion one of the chief obstacles in the way of a shorter credit system. So far as he knew no attempt had been made to bring these gentlemen round, but if it could be done he thought that the wholesalers here would soon fall into line. There was this to be said for the English agents. When they first started they had found the long credit system in vogue, and of course had followed suit. As to the advisability of shortening the terms, no one with any sense would oppose it if the general observance of the four months' method could be secured. With the terms on many of their importations as they were, it was a decided drawback for them to receive goods in, say, May and June, deliver them by the middle of that month and then wait until six months from the first of October until they got their money. His house were selling several

lines of imported goods on the four months' basis, and the advantage of it over the longer terms was obvious to anyone who cared to look into the matter. Speaking on the question of sixty days net, Mr. Slessor said that his firm was selling some lines of cottons goods on that basis, but it was a special case, and he considered the general adoption of this system as a hard and fast rule impracticable in Canada. It would be a great thing, he admitted, but the conditions did not permit of it. The four months' method, however, was perfectly feasible if the trade could only agree.

W. R. BROCK & CO.

Speaking with Mr. Brock and Mr. Jermyn of W. R. Brock & Co., they seemed to think that a change of terms to a strictly sixty day basis is entirely impracticable owing to the fact that the business is such that it necessitates longer than a 60 days credit. A longer term is necessary to three-quarters of the trade, and if the sixty day basis obtained these men would find it difficult to finance. Nevertheless they believed in curtailing credits as much as possible and believed in sticking as close as possible to four months on imported goods and three months on domestic goods. At one time they used to sell their woolens on six months time, but this has not been the rule for the past ten years. They deprecated the selling of goods in November and December for immediate delivery on sorting account, and dating them April 1st, four months, same as the goods delivered in January and following months. Of course this isn't always done, but it often occurs with some houses. They also deprecated the giving of six months from April 1st on spring woolens, and condemned the practice very strongly.

JOHN MACDONALD & CO.

Messrs. John Macdonald & Co. on being interviewed in regard to the questions that are agitating the whole trade of the country, viz. ; time, dating, profits, etc., state that they have very little faith in "Combinations" or "Guilds." They have more faith in people conducting their business on proper lines. That is, asking a reasonable and fair profit and being judicious and careful in their credits and not hurting their neighbors or the community by supporting large reckless "support accounts" or by such tricks as "baiting" certain lines of goods and then making up the profit on other goods the value of which is not so well known to the trade and to the community. In conducting their business their motto is "Honesty, integrity and fair-play," and if these principles are carried out by every wholesale merchant and retail store-keeper there will be less failures and the customer would get just the same value. And further

in regard to "Combinations" and dating and selling ahead, it would be better that a general principle should be laid down with the understanding that every house should honorably carry it out without any fine or "cast-iron" agreement; it being left more to the honor of the house than signing a "round robin."

MR. GRASETT'S IDEAS.

Mr. Grasett of Wyld, Grasett & Darling, confined his opinions more especially to Canadian staples. He thought each system had its own advantages and drawbacks. If staples are sold at 60 days net along with other goods, and then a large cash discount—five per cent.—is taken off the whole bill, the house that sells at a small advance will find that it is making no money on its staples. The large cash discount was only intended to apply to imported

goods, and when applied to close sold staples, it takes off all profit. To sell staples at 60 days net, the wholesaler must ask only a small advance to off-set the handsome cash discounts allowed by other firms. Then, of course, the independent men are the ones who take advantage of the 60-day basis, and these independent men would take five per cent. off if goods were sold subject to this discount. Hence the wholesaler gains nothing by adopting a 60-day basis, as only the same amount of money comes in. There are a large number of men who take their Canadian staples either at net prices or subject to a discount which is always taken off, hence whichever system is adopted the same results are obtained, and neither system will allow any very large margin on Canadian goods.

Mr. Grasett said that dating ahead was undoubtedly an evil in the trade, and could only be corrected by united action. This, he thought, was impracticable, as the jobbers were too numerous and too scattered. This foolish system had obtained a

strong foothold and would be an extremely hard thing to change; in fact, he considered it little short of an impossibility.

MR. M'MASTER'S VIEWS.

J. Short McMaster, of McMaster & Co., would be pleased to see some united action taken regarding forward dating, which is an undoubted injury to the solvent retailers throughout the country, as it enables weak competitors to carry on business long after the capital they may have had in their business has melted away. This constitutes a real grievance to the sound trader.

With reference to discounts it does seem unbusinesslike to allow the equivalent of from 15 per cent. to 17 per cent. per annum for cash, thereby handicapping the solvent and hard-working retailer who has not yet accumulated sufficient capital



SUMMER.

to enable him to take advantage of it. It seems unnecessary that when money can be secured at 5 or 7 per cent. dealers should give the enormous cash discounts now allowed.

GORDON, MACKAY & CO.

Gordon, Mackay & Co., express themselves on this matter as follows: There is in our opinion a strange want of discernment shown in the writing and talking done on this subject. With respect to its bearing on the wholesale trade, it must be obvious that a greater risk is run in giving four or six months' credit than in giving one or two months'. Unquestionably men of business who are using their capital, and their mental and physical energies, in conducting large concerns, will reduce the wear and tear of body and mind by shortening the terms of credit, and is it not simply keeping pace with the march of civilization, education and progress, to work on lines which will harmonize with the triumphs of steam and electricity? Surely we do not want to go back to the days when goods were sold at six or eight months, 1st March or 1st September. If we do, why not go further still to the days when wholesale merchants gave their notes to the Government for their Customs duties, and kept running accounts rendered to their customers on the 1st of January for the purchases of the previous year; or when goods were exchanged for produce, and business was not buying and selling, but barter.

And now for the retailers' side of the question. Does any sane man think a solvent house will, or can, sell goods on terms of credit which increase the risk, and lock up capital, without charging prices which are estimated to amply cover risk and use of capital? And does he think that ordinary, or double ordinary interest will be considered sufficient for this risk and use? Let him make no mistake; if he buys on long time, most assuredly he will pay for it, if he is worth it. Further, let retailers reflect for a moment on the facilities afforded by the long credit system for the setting up of men destitute of means in opposition to legitimate traders. These mushroom concerns run along for a time, and then either compromise or are sold out at rates on the dollar ruinous to sound business. They can rest assured that if the retail merchant cannot buy on long credits, he will not over-buy, if he be capable and honest. The man of small means will perforce operate on a small scale until he has, by industry, skill and economy, accumulated capital warranting larger operations; and he will not scatter his goods broadcast, only discovering when his bills mature that he has neither money nor goods, only "book debts"—all perfectly good until a trustee or liquidator attempts to collect them. The motto for business in this year of grace, in the interests of the wholesaler, is "Short credits"; in the interests of the retail trade, "Short credits"; and for the great army of consumers, "Spot cash and no credit."

TO SUM UP.

It will thus be seen that while all the wholesale houses deplore the present unbusinesslike and unsatisfactory mode of doing business, yet there lacks the community of good fellowship which would enable them to act unitedly in carrying out a remedy for the acknowledged existing evils—evils which neither benefit them nor the retailers throughout the country.

To say that combination is impossible is to say something with which everybody will not agree. The wholesale grocers of Toronto combined and maintained certain terms. With this precedent before them, and many others in this and other coun-

tries, it is not right to say that combination is impossible. It is both possible and practicable. Whether it would be advisable or not is another question. A combination of this kind would be practically a trust. Yet trusts are not bad in themselves; they are against public policy when they attempt to raise price beyond a just height. They are against public policy, also, when they attempt to freeze out the small trader and place the manufacturer or distributor of any certain product in the hands of one. A combination such as would be needed in this case is only to affect a reform which every person must acknowledge is much needed. It would be a combination to affect a change that would place the wholesaling of any goods on a sound economical and financial basis. It would be a combination which would enable manufacturers to secure quicker returns for their products. It would be a combination to restrict credits to retailers who were running behind. It would be a combination to increase the chances and business of every merchant who was doing a good trade, and had his capital at stake in his business.

THE CLERK'S RESOLVE.

G I'MME a map of Canada—
Why—there's only a few small spots
That's populated—here and there
The little scattered dots.
And here I am a hired man—
I'm ordered round on this here plan:
"Oh, you come here,"
Or, "You go there,"
Or else, "You're late to-day."
The north and west both cry, "Tut-tut,
Come up with us and help to cut
Our cordwood and our hay."

To tell the honest, solemn truth
I am a genteel slave—
A zealous, strong Toronto youth
Plods onwards to his grave.
The whip-lash cracks above his head,
A gentleman—Rats! a slave instead;
For it's "You come here"
Or, "You go there,"
Or else, "You're late to-day,"
And every day your self-respect
Goes down—it's what you might expect
When courage flees away.

We're young and free, both you and me,
The west is open yet,
And near the great Pacific sea
A fortune we will get.
The master's door is loudly slammed,
We only mutter "him be damned,"
'Twas "You come here,"
Or, "You go there,"
Or else, "You're late to-day,"
While all our land, it cries "tut-tut,"
And beckons us to come and cut
Its cordwood and its hay.

THE KHAN.

LOOKING BACKWARD.

BY TOM SWALWELL.



"In this country we are dry goods clerks; in England they don't know what a dry goods clerk is," said old John Thompson, as we smoked and chatted the other evening. 'John, I would like you to tell me what difference there is between this country and England in the dry goods business,' said I.

"Well, the first thing that struck me when I came out was the difference in young boys. With us, a boy is apprenticed for five years. His first duty is sweeping the shop, dusting, etc., and woe betide him if he does not pick up every half-yard of string and bit of paper before he sweeps. Every week I used to have to straighten out, clip into squares and string up every piece of paper I had saved during the week. The ends of twine that I had picked off the floor, I knotted and wound into large reels for the tying up of parcels. I was amazed at the quantity of stuff the boys out here swept up and threw out in the lanes. It would have driven the people I was apprenticed to into the asylum.

"In most towns in England they exchanged hands on market days. This prevents them keeping too many hands. For instance, our market day was Monday; the town's just north of us was Wednesday. On Monday we received two or three hands from the north and sent the same number back to them on Wednesday. Our busiest time of year was the market days during the hirings in May and November. The farmers and hired servants came in from the country in droves—the farmer to hire servants, the servants seeking new places. They assembled in the old market place. That was our harvest. The town was full of wild beast shows, side shows, and circuses.

"In those days every married woman's ambition was to own a Paisley shawl and a black silk dress. The servant girls were attired in hoop skirts nine feet in circumference, red and white stripe stockings, and the more colors they could put in a bonnet the better.

"I remember the first day I went behind the counter and sold a penny spool of cotton. Brooks' cotton people used to offer any apprentice lad a gold sovereign for any spool found short measure. We sold only bright glacie threads then, as sewing machines were not invented. There was a big scramble among the thread people to get 'on the market first with a soft thread that would work successfully in sewing machines. The principal make of prints we sold were Hoyles' lilacs, browns, and plates. We had lots of old farmers' wives who used to test them by the smell; they had worn "oils" prints all their lives, and they

knew them by the "oily smell" and finish. It was no use, the old hands used to say, to explain—it was a waste of time, and Hoyles and "oils" were all the same to us so long as they were bought and paid for.

"During my apprenticeship we had one day in the week in the reserve stock room. We used to roll on round rollers all grey cottons, shirtings, denims, corduroys, jeans, and many other lines. We lads used to race over a 60-yard piece of grey to see who paid for a penny bottle of ginger pop. When a boy became expert he could roll a 60-yard piece in two minutes. There were no boards used for staples in old times. You would think tying up a packet of hosiery was a mighty simple thing; but I remember the senior member of the firm made me re-open and tie up a paper of hosiery half a dozen times before I got the

creases exact. Things had to be just so, for he belonged to the old school of drapers. He was a kind, generous-hearted old gentleman, but to see an apprentice throw out a yard of twine or a bit of wrapping paper meant a lecture on 'waste not; want not,' and extravagant habits.

"Now, this little chat refers to an English country town—a few things I remember during five years' apprenticeship. During that five years we didn't have in the dry goods trade either a failure or a fire. No man ever dreamt of starting for himself unless he was thoroughly experienced. The first account I went out to collect, with instructions not to return without the money, was to a man who kept a brick yard. I told him I dare not go back without the money, and I would sit down until he got it. I did sit down; but he picked me up, carried me to the deep pond, and said:

"'Now, will you run every step of the way home, or be drowned? One! Two! Thr—'

"I'll run home!

"You bet, I did, too.

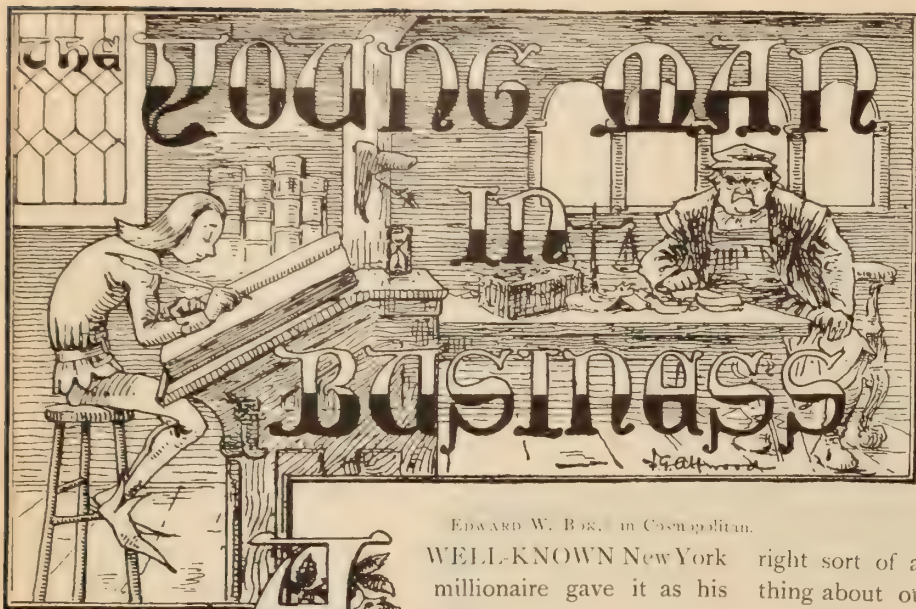
"I went to London when I was eighteen. Some night I'll give you a few of my recollections of London."



AUTUMN.]

BOMBYX OTUS.

A new competitor of the silkworm has been found on the Dalmatian coast, according to a report of the French Consulate in Trieste. This is the Bombyx Lasiocampa Otus. The moth of this is similar to that of the silkworm, but the cocoon is much larger and the silk finer and snow white. The worm feeds on the leaves of the evergreen, Quercus Ilex. Experiments are being made with the intent of raising this newly discovered worm for commercial purposes. It goes without saying that the usual "revolution in the silk trade of the world and dethronement of the silkworm," is at hand.

EDWARD W. BOK, in *Commonplace*.

A WELL-KNOWN New York millionaire gave it as his opinion not long since that any young man possessing a good constitution and a fair degree of intelligence, might acquire riches. The statement was criticised—literally picked to pieces—and finally adjudged as being wildly extravagant. The figures then came out, gathered by a careful statistician, that of the young men in business in New York City only sixty per cent. were earning \$1,000 per year, twelve per cent. had an income of \$2,000, and only five per cent. commanded salaries in excess of the latter figure. The great majority of young men in New York City—that is, between the ages of twenty-three and thirty—were earning less than thirty dollars per week. On the basis, therefore, that a young man must be established in his life profession by his thirtieth year, it can hardly be said that the average New York man in business is successful. Of course, this is measured entirely from the standpoint of income; yet, after all, is not that point of view a tolerably fair one? A young man may not, in every case, receive the salary his services merit, but, as a general rule, his income is a pretty accurate indication of his capacities.

Now, as every young man naturally desires to make a business success, it is plain from the above statement that something is lacking; either the opportunities, or the capabilities in the young men themselves. No one conversant with the business life of any of our large cities can, it seems to me, even for a single moment, doubt the existence of the chances for young men. Take New York as a fair example. Here exist more opportunities than there are young men capable of embracing them. The demand is far in excess of the supply. Positions of trust are constantly going begging for the right kind of young men to fill them. But the material doesn't exist, or, if it does, it certainly has a most unfortunate way of hiding its light under a bushel, so much so that business

One of the men who have surmounted obstacles and achieved responsible position at an early age and whose decided talents are recognized in the publishing world, is Mr. Edward W. Bok, the editor of the *Ladies Home Journal*, Philadelphia. Mr. Bok was born in Holland, from whence his family removed to this continent when he was five. Beginning his career in the office of the Western Union, he subsequently entered the service of a publishing house, and later achieved the position of advertising manager with Charles Scribner's Sons. This position he retained until he was twenty-five, when he accepted the difficult and responsible position of editor of the *Ladies Home Journal*. He is now a partner in the famous journal to whose success he has so largely contributed, and in addition, this is, with his brother, proprietor of a prosperous syndicate press agency.

men cannot see even a glimmer of its rays. Let a position of any real importance become open, and it is the most difficult kind of problem to find anyone to fill it satisfactorily. Business men are constantly passing through this experience.

In order that, in this article, I might deal with facts rather than with theories, I made a personal canvass of a dozen of the largest houses in five different commercial and professional lines of business to see to what extent there existed openings for young men. In only two of the houses approached were the heads of the firms satisfied that the positions of trust in their houses were filled by capable men. And in both of these instances I was told that "of course, if the right sort of a young man came along who could tell us something about our business we did not already know, we should not let him slip through our fingers. Positions can always be created." In the remaining ten cases, one or more opportunities presented itself in each instance; in fact, in four of the houses positions had been open for six months or more, and the sharpest kind of a lookout kept for possible occupants. These positions command salaries all the way from two to five thousand dollars per year. Take in that particular profession with which I am naturally most conversant, I know, personally, of not less than six positions actually yawning for the men to come and fill them—not clerical positions, but positions of executive authority. Young men are desired in these positions because of their progressive ideas and capacity to endure work; in fact, "young blood" as it is called, is preferred in nine positions out of every ten nowadays.

I have dwelt upon this phase of the question because I wished to make it as clear as it is given me to do, that the chances for business success with any young man are not wanting. The opportunities exist; plenty of them. It is simply that the average young man of to-day is incapable of filling them, or if he be not exactly incapable (I am willing to give him the benefit of the doubt), he is unwilling, which is even worse. That exceptions can be brought up to controvert this statement I know, but in this article I shall deal with the many and not with the few.

The average young man in business to-day is nothing more or less than a plodder—a mere automatic machine. He comes to his office at 9 o'clock in the morning, is faithful to the duties he performs; goes to lunch at twelve, comes back at one; takes up whatever he is told to do until five, and then goes home. His work for the day is done. One day is the same to him as another; he has a certain routine of duties to do, and he does them day in and day out, month in and month out. His duties are regulated by the clock. As that points, so he points. Verily, it is true of him that he is the same yesterday, to-day and forever. No special fault can be found with his work. Given a particular piece of work to do, he does it just as a machine would. Such a young man, too, generally considers himself hard-worked—often over-worked and underpaid, wondering all the time why his employer doesn't recognise his value and advance his salary. "I do everything I am told to do," he argues, "and I do it well. What more can I do?"

This is simply a type of a young man which exists in thousands of offices and stores. He comes to his work each day

with no definite point or plan in view; he leaves it with nothing accomplished. He is a mere automaton. Let him die, and his position can be filled in twenty-four hours. If he detracts nothing from his employer's business he certainly adds nothing to it. He never advances an idea; is absolutely devoid of creative powers; his position remains the same after he has been in it for five years as when he came to it.

Now I would not for a moment be understood as belittling the value of faithfulness in an employee. But, after all, faithfulness is nothing more nor less than a negative quality. By faithfulness a man can hold a position a life-time. He will keep it just where he found it. But by the exercise of this single quality he does not add to the importance of the position any more than he adds to his own value. It is not enough that it should be said of a young man that he is faithful; he must be something more. The willingness and capacity to be faithful to the smallest detail must be there, serving only, however, as a foundation upon which other qualities are built.

Altogether too many young men are content to remain in the positions in which they find themselves. The thought of studying the needs of the next position just above them never seems to enter into their minds. I believe it is possible for every young man to rise above his position, and I care not how humble that position may be, nor under what disadvantages he may be placed. But he must be alert. He must not be afraid of work, and of the hardest kind of work. He must study not only to please, but he must go a step beyond. It is essential, of course, that he should first of all fill the position for which he is engaged. No man can solve the problem of business before he understands the rudiments of the problem itself. Once the requirements of a position are understood and mastered, then its possibilities should be undertaken. It is foolish, as some young men argue, that to go beyond their special position is impossible with their employers. The employer never existed who will prevent the cream of his establishment from rising to the surface. The advance of an employee always means the advance of the employer's interests. Every employer would rather pay a young man five thousand dollars a year than five hundred. What is to the young man's interests is by far greater to the interests of his employer. A five hundred dollar clerkship is worth just that amount and nothing more to an employer. But a five thousand dollar man is fully worth five times that sum to a business. A young man makes a position exactly what he chooses; a millstone around his neck, or a stepping-stone to larger success. His possibilities lie in every position; seeing and

embracing them rests with its occupant. The lowest position can be so filled as to lead up to the next and become a part of it. One position should only be the chrysalis for the development of new strength to master the other just above it.

A substantial business success means several things. It calls, in the first place, for concentration. There is no truth so potent as that we cannot serve God and Mammon. Nor can any young man successfully serve two business interests, no matter how closely allied; in face, the more closely the interests the more dangerous are they. The human mind is capable of just so much clear thought, and generally it does not extend beyond the requirements of one position in these days of keen competition. If there exists a secret of success it lies, perhaps, in concentra-

tion more than in any other single element. During business hours a man should be in business. His thoughts should be on nothing else. Diversions of thought are killing to the best endeavors. The successful mastery of business questions calls for a personal interest, a forgetfulness of self that can only come from the closest application and the most absolute concentration. I go so far in my belief of concentration to business interests in business hours as to argue that a young man's personal letters have no right to come to his office address, nor should he receive his social friends at his desk. Business hours are none too long in the great majority of our offices, and with a rest of one hour for luncheon, no one has a right to chop off fifteen minutes here to read an irrelevant personal letter, or fifteen minutes there to talk with a friend whose conversation distracts the mind from the problems before it. A young man cannot draw the line between his business life and his social life too closely. It is all too true of thousands of young men



WINTER.

that they are better conversant during the baseball season with the batting average of Roger Connor, or the number of men "put out at second" by "Buck" Ewing, than they are with the discounts of their business, and this useless knowledge too many of our young men allow themselves to their own detriment.

Digression is just as dangerous as stagnation in the career of a young man in business. There is absolutely no position worth the having in business life to-day to which a care of other interests can be added. Let a man attempt to serve the interests of one master, and if he serves him well he has his hands and his head full. There is a class of ambitious young men who have what they choose to call "an anchor to the windward" in their business. That is, they maintain something out-

side of their regular position. They do this from necessity, they claim. One position does not offer sufficient scope for their powers or talents; does not bring them sufficient income, and they are "forced," they explain, to take on something in addition. I have known such young men. But as far as I have been able to discern, the trouble does not lie so much with the position they occupy as with themselves. When a man turns away from the position he holds, to outside affairs, he turns just so far away from the surest path of success. To do one thing perfectly is better than to do two things only fairly well. It was told me once of one of our best known actors, that outside of his stage knowledge he knew absolutely nothing. But he acted well—so well that he stands to-day at the head of his profession, and has an income of five figures several times over. All-around geniuses are rare—so rare that we can hardly find them. It is a pleasant thing to be able to talk well on many topics; but, after all, that is but a social accomplishment. To know one thing absolutely means material success and commercial and mental superiority. I dare say that if some of our young men understand the needs of the positions they occupy more fully than they do, the necessity for outside work would not exist.

Stagnation in a young man's career is but a synonym for starvation, since there is no such thing as standing still in the business world of to-day. Either we go backward or we go forward; we never stand still. When a young man fails to keep abreast of the possibilities of his position, he recedes constantly, if unconsciously perhaps. The young man who progresses, is he who enters into the spirit of the business of his employer, and who points out new methods to him, advances new ideas, suggests new channels and outputs. There is no more direct road to the confidence of an employer than for him to see that any of his clerks understands his business even better than himself. That young man commands the attention of his chief at once, and when a vacancy occurs he is apt to step into it, if he does not forge over the shoulders of others. Young men who think clearly, can conceive, create and carry out, are not so plentiful that even a single one will be lost sight of. It is no special art, and it reflects but little credit upon any man to simply fill a position. That is expected of him; he is engaged to do that, and it is only a fair return for a certain payment made. The art lies in doing more than was bargained for; in proving greater than was expected; in making more of a position than has ever been made before. A quick conception is needed here; the ability to view a broad horizon, for it is the broad-minded man, not the man of narrow limitations, who makes the success of to-day. A young man showing such qualities to an employer does not remain in one position long.

Two traps in which young men in business often fall are a disregard for small things, and an absolute fear of making mistakes. One of the surest keys to success lies in thoroughness. No matter how great may be the enterprise undertaken, a regard for the small things is necessary. Just as the little courtesies of every-day life make life the worth living, so the little details form the bone and sinew of a great success. A thing half or three-quarters done is worse than not done at all. Let a man be careful of the small things in business and he can generally be relied upon for the greater ones. The man who can overcome small worries is greater than the man who can override great obstacles. When a young man becomes so ambitious for large success that he overlooks the small things, he is pretty apt to encounter failure. There is nothing in business so infinitesimal that we can afford to do it in a slipshod fashion.

It is no art to answer twenty letters in a morning when they are in reality only half answered. When we commend brevity in business letters, we do not mean brusqueness. Nothing stamps the character of a house so clearly as the letters it sends out.

The fear of making mistakes keeps many a young man down. Of course, errors in business are costly, and it is better not to make them. But, at the same time, I wouldn't give a snap of the finger for a young man who has never made mistakes. But there are mistakes and mistakes; some easy to be overlooked, others it is better not to blink at in any employee. A mistake of judgment is possible with us all; the best of us are not above a wrong decision. And a young man who holds back for fear of making mistakes loses the first point of success.

A young man in business nowadays with an ambition to be successful must also be careful of his social life. It is not enough that he should take care of himself during the day. To social dissipations at night can be traced the downfall of hundreds of young men. The idea that an employer has no control over a young man's time away from the office is a dangerous fallacy. An employer has every right to ask that those into whose hands he entrusts responsibilities shall follow social habits which will not endanger his interests upon the morrow. So far as social life is concerned, young men generally run to both extremes. Either they do not go out at all, which is stagnating; or, they go out too much, which is deadly. Only here and there is found one who knows the happy medium. A certain amount of social diversion is essential to everybody—boy, man, girl or woman. And particularly so to a young man with a career to make. To come into contact with the social side of people is broadening; it is educative. "To know people," says a writer, "you must see them at play." Social life can be made a study at the same time that it is made a pleasure. To know the wants of people, to learn their softer side, you must come into contact with their social natures. No young man afford to deny himself certain pleasures, or a reasonable amount of contact with people in the outer world. It is to his advantage that people should know he exists; what his aims and aspirations are. It is well for a young man to keep himself honorably in the eyes of the public. His evening occupations should be as widely different from those which occupy him during the day as possible. The mind needs a change of thought as well as does the body a change of raiment. "All work and no play makes Jack a dull boy" contains a vast amount of truth.

At the same time nothing is more injurious to the chances of a young man in business than an over-indulgence in the pleasures of what, for the want of a better word, we call "society." It is a rough but a true saying that "a man cannot drink whiskey and be in business." Perhaps a softer and more refined translation of this is that a man cannot be in society and be in business. This is impossible, and nothing that a young man can bear in mind will stand him to such good account as this fact. No mind can be fresh in the morning that has been kept at a tension the night before by late hours, or befogged by indulgence of late suppers. We need more sleep at twenty-five than we do at fifty, and the young man who grants himself less than eight hours' sleep every night just robs himself of so much vitality. The loss may not be felt or noticed at present, but the process of sleeping is only nature's banking system of principal and interest. A mind capable of the fulfilment of its highest duties should be receptive of ideas, quick to comprehend, instantaneous in its conception of a point. With a fresh mind a clear brain, a young man has two of the greatest levers of success.

These cannot be retained under social indulgences. The dissipation of a night has its invariable influence upon the work of the morrow. I do not preach total abstinence of any habits to which human nature is prone. Every man ought to know what is good for him and what is injurious to his best interests. But an excess of anything is injurious, and a young man on the threshold of a business career cannot afford to be excessive in a single direction. He should husband his resources. He will need them all.

I know there are thousands of young men who feel themselves incompetent for a business career because of a lack of early education. And here might come in—if I choose to discuss the subject, which I do not—the oft-mooted question of the exact value of a college education to the young man in business. Far abler pens than mine have treated of this: it is certainly not for me to enter into here. But I will say this: a young man need not feel that the lack of a college education will stand in any respect whatever in the way of his success in the business world. No college on earth ever made a business man. The knowledge acquired in college has fitted thousands of men for professional success, but it has also unfitted other thousands for a practical business career. A college training is never wasted, although I have seen again and again five-thousand-dollar educations spent on five-hundred-dollar men. Where a young man can bring a college education to the requirements of a practical business knowledge, it is an advantage. But before our American colleges become an absolute factor in the business capacities of men, their methods of study and learning will have to be radically changed. I have had associated with me both kinds of young men, collegiate and non-collegiate, and I must confess that the ones who had a better knowledge of the practical part of life have been those who never saw the inside of a college and whose feet never stood upon a campus. College-bred men, and men who never had college advantages, have succeeded in about equal ratios. The men occupying the most important commercial positions in New York to-day are self-made men, whose only education has come to them from contact with that greatest college of all, the business world. Far be it from me to depreciate the value of a college education. I believe in its advantages too firmly. But no young man need feel hampered because of the lack of it. If business qualities are in him they will come to the surface. It is not the college education: it is the young man. Without its possession as great and honorable successes have been made as with it. Men are not accepted in the business world upon their collegiate diplomas, nor on the knowledge these imply.

Young men have forged to the front wonderfully during the past ten years. Employers are more than ever willing to entrust great responsibilities on their shoulders. Salaries are higher than ever; young men never before earned the incomes which are received by some to-day. All success is possible. But—and it's a big word in this connection—he must remember a few very essential truths, and these are:

Above all things, before a young man attempts to make at success, he should convince himself that he is in a congenial business. Whether it be a trade or a profes-

sion—both are honorable and productive—let him satisfy himself, above everything else, that it enlists his personal interest. If a man shows that he has his work at heart, his success can be relied on. Personal interest in any work will bring other things; but all the other essentials combined cannot create personal interest. That must exist first; then two-thirds of the battle is won. Fully satisfied that he is in the particular line of business in which he feels a stronger, warmer interest than in any other, then he should remember:

First—That, whatever else he may strive to be, he must, first of all, be absolutely honest. From honorable principles he can never swerve. A temporary success is often possible on what are not exactly dishonest, but “shady” lines; but such success is only temporary, with a certainty of permanent loss. The surest business success—yes, the only successes worth the making are built upon honest foundations. There can be no “blinking” at the truth or at honesty, no half-way compromise. There is but one way to be successful, and that is to be absolutely honest; and there is but one way to be honest. Honesty is not only the foundation, but the cap-stone as well, of business success.

Second—He must be alert, alive to every opportunity. He cannot afford to lose a single point, for that single point might prove the very link that would make complete the whole chain of a business success.

Third—He must ever be willing to learn, never overlooking the fact that others have long ago forgotten what he has still to learn. Firmness of decision is an admirable trait in business. The young man whose opinions can be tossed from one side to the other is poor material. But youth is full of errors, and caution is a strong trait.

Fourth—If he be wise, he will entirely avoid the use of liquors. If the question of harm done by intoxicating liquor is an open one, the question of the actual good derived from it is not.

Fifth—Let him remember that a young man's strongest recommendation is his respectability. Some young men, apparently successful, may be flashy in dress, loud in manner, and disrespectful of women and sacred things. But the young man who is respectable always wears best. The way a young man carries himself in his private life oft-times means much to him in his business career. No matter where he is, or in whose company—respectability, and all that it implies, will always command respect. And if any young man wishes a set of rules even more concise here it is:

Get into a business you like. Devote yourself to it.

Be honest in everything. Employ caution; think out a thing well before you enter upon it.

Sleep eight hours every night. Do every thing that means keeping in good health. School yourself not to worry; worry kills, work doesn't.

Avoid liquors of all kinds. If you must smoke, smoke moderately. Shun discussion on two points—religion and politics.

And lastly, but not least: Marry a true woman, and have your own home,



"Gen'men, dis yere world owes ebery man a libin', but its darn hard wok colectin' de same."

In These Trying Times

.....

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

**Stock of Laces, Embroideries, Haberdashery,
Dress Fabrics, Gents' Furnishings, Tweeds and
Worsted, Prints, Shirtings, Cottonades and Cottons**

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.
HAMILTON, ONT.

WHOLESALE DRY GOODS.



Oh no, we never advertised; we thought we knew it all,
Till biz'ness took a sudden slump an' pushed us to the wall;
An' now we're knockin' 'round the world, our hopes' unrealized,
An' all because we knew so much—we never advertised.

A SUMMARY OF 1893.

VIEWS of leading men are always looked to with interest. At the annual meeting of the Toronto Board of Trade, President Wilkie's address was most interesting, and a few quotations are given, those being chosen which most interest the dry goods trade:

"The year 1893 will long be referred to as 'Annus Mirabilis' in the financial history of the world. The panics and crises that have followed one another in sharp succession during that period, uprooting credit, sweeping before them one industry after another, destroying confidence, bringing hundreds of thousands to poverty, attacking Australia and its antipodes, irrespective of soil or flag, and, finally, settling down upon our nearest neighbors with dire results, are an object lesson to Canada to avoid public and personal extravagance, to avoid the borrowing of foreign capital for use in non-productive investments, to avoid fostering illegitimate enterprises for the benefit of the few, and to depend for success and fortune upon the gradual but sure development of her own resources, upon straight economic lines.

"We have much to be thankful for—we have escaped the torrent of bankruptcy that has washed in vain against our borders, and to-day Canada stands eminent for its financial soundness amongst the nations of the earth."

INSOLVENT ACT.

"It is gratifying to know that the confusion that has existed since the repeal of the Insolvent Act of 1875, in dealing with insolvent debtors and with their estates, is about at an end, and that the efforts of this and other Boards of Trade to obtain a Dominion insolvent act are likely to be crowned with success. The absence of such an act has worked great loss and hardship upon debtors and creditors alike. There are thousands hopelessly involved to-day who should be active, money-making business men, doing their share in building up the Dominion, if it were not for the heavy chains of bankruptcy with which they are fettered. On the other hand, trade and commerce, represented by the creditor, are impeded by the uncertainties of the laws governing bankruptcy, credit is withheld, buyer and seller are held apart, and the 'sauve qui peut' signal is ever at the masthead, to the serious hindrance of business relations, and to the degradation of public morals."

PACIFIC TELEGRAPH.

"The influence of the Board has been exercised in favor of the establishment of direct telegraph communication, via the Pacific Ocean, between Canada and Australia. It is to be regretted that there has been much delay, as the attempt to develop trade and commerce between the two countries is

already felt to be almost hopelessly handicapped without the telegraph. As a single illustration of the necessity of a Pacific cable, I have only to mention the stranding of the *Miowera* a few months since, and the long suspense and anxiety as to the fate of the steamer, passengers and crew. We have now, however, the best reason to believe that our brother colonists in the southern hemisphere, as well as the home authorities, are fully awakened to the absolute necessity of this line of telegraphic communication, and that we may confidently look forward to arrangements being made for its immediate establishment at the coming conference of delegates from the Australasian governments in Ottawa."

FAST ATLANTIC SERVICE.

"This Board has put itself on record more than once in favor of a high class steamship service to and from Great Britain. It is no exaggeration to say that the present service is slow and inefficient, and has had the effect of driving Canadians to foreign ports and foreign lines of steamers.

"It is humiliating for us as Canadians to consider that in a voyage to England, unless we are prepared to lose from three to five days of time, we are compelled to take ships from a foreign port and travel over a route 430 miles longer than via Quebec."

CONDITION OF TRADE.

"I shall not venture to report upon the course of the trade industries during the past year. Each member of the board should be familiar with the ups and downs of his own line of business, but I may be allowed to state that in my opinion the misfortunes which have overtaken many during the year are traceable not so much to dulness in trade as they are due to too extended efforts and to outside investments. The business man who has been content to confine his operations within legitimate bounds should have no difficulty in overcoming the effects of a temporary depression, but, if to the effects of commercial depression are added the losses incident to the collapse of a 'land boom' or of the stock market, it is not the condition of trade that is answerable for his misfortunes.

"We are too apt in Canada to be carried away in our ambitions by the mad rush and excitement which are to be witnessed in two or three of the largest cities of the American Union, and by the immense fortunes which are realized from time to time by reckless speculation; but we must not forget the absconding official, the disgraced director, or the bankrupt merchant. If we could only bring home to ourselves an appreciation of the misery and wretchedness entailed upon thousands as the result of what is commonly known as 'dealing in margins,' I am certain that there would be fewer complaints, fewer failures, and many more happy homes."

A NEW YEAR'S VISION.



down Chestnut street to the lairs of those who sell diaries and calendars. His usually careless brow was furrowed with rather serious reflections, for he had found a flaw in the welding of one of his best and strongest Good Resolutions, young as the day was, and he was wondering what would become of the other nine by the time the sun went down. He paused before the oldest House, in its line, in the world, the old established, ever reliable monopoly of Time, and read the familiar sign more than once before he entered the establishment—"Jobber in Seconds, Minutes, and Hours; sole dealer in Years and Centuries; all the Months furnished in Season; orders from the country promptly attended to; seed-time looked after and harvest attended to by reliable Dates; Rains supplied for all occasions; liberal reductions to Sunday-schools and Temperance picnics; Cold Storage for Yesterdays; Teeth extracted while you wait; Wrinkles furnished to order; step in and examine our assortment of Bald Heads before looking elsewhere; Eyes of all shades fitted to any grade of Spectacles; only House open all night and Sundays, all the Year round; all goods cash or long credit on gilt edge collateral; a salesman to every customer; nobody has to wait; you're next; sole proprietors of the right to manufacture Calendars for the Solar System."

This seemed to be about the place the Jester was looking for. He entered and said to the Venerable Figure who stood behind the counter carefully adjusting the gauge on a tiny hour-glass that had evidently been made for some happy child to play with a few days.

"A Happy New Year!"

Time nodded merrily, and the Jester went on:

"I am thinking about turning over a new leaf this year."

And Time laughed till the fragile little hour-glass shook in the strong old hands.

"Are you, indeed, my son?" he said. "I knew that; small need for you to come here with that information; I know more than that—I know you are going to turn over a new leaf whether you are thinking about it or not. I can tell you more than that, too; the new leaf is going to be turned over for you, anyhow, without the slightest regard to your intentions, wishes or will; that is a thing we will settle for you right here, my son, without troubling you in any manner concerning the transaction. You have come to the right shop; we will turn the pages for you every day this year, whether you will or no; what you write upon them is your own concern. Here is your Diary for 1894 write

a good record in it, and God bless you—and now run along, other customers are crowding in, and there is no loafing allowed about this place."

But the Jester passed out slowly and listened to the busy old Chronologer, as he welcomed and sped the coming and going customers who thronged the establishment and kept the Hours and Minutes and all the other attendants moving all the time to attend to the wants of humanity.

A young man elbowed past the Jester, and as he spoke to the Maker of Calendars the Old Man called out:

"Here, Mr. Twenty-one! Have this young gentleman's birthday ready in at once—stick half-a-dozen more hairs in his upper lip, eyebrow size—there you are, sir; call again in a few years and have your voice deepened. What can we do for you, sir? Want to look over the files for 1844, eh? All right; Mr. Used-to-be, show the gentleman the archives of Greene County for the nineteenth century. Wait on this lady, Mr. Stop-watch; what can we do for the lady? 'Your thirty-fourth birthday?' Certainly; right there on the second shelf from the top, Mr. Stop-watch, in that decorated box marked '49'; give the lady a few of those fine hair-line wrinkles for the corners of the eyes—no, no, don't wrap them up, just lean over the counter and we'll fit them on for you, dear; there, that's lovely; there's a nice frosty kiss for you; come again one of these days and have your hair thinned. Good morning, sir, a Happy New Year—Eh? 'You left a Yesterday with us about twenty-four hours ago?' Yes, that's right; we gave you a receipt; stamped it on your memory; 'and you would like it back again?' Sorry, my dear sir, very sorry, but it's against all the rules of the house. Never gave a man a minute back but once since the House was opened, and that was to a king named Hezekiah, more than 2,000 years ago; didn't do him a bit of good, either; was as great a fool after as he was before; was a little more of a fool, if anything. Your Yesterday is in the Cold Storage Warehouse, under bond; can show you some excellent views of it, if you'd like—there he goes; usually the case; when they want it back they don't want to look at it. Mr. Leisure—this way, a couple of Hours to go around the block with this Messenger Boy; charge them up-against him, they'll never come back. What can we do for you, sir? 'You want time enough to atone for all the foolishness and wickedness you have done during the past forty-one years?' Oh, well, you can have it, but you're in the wrong shop; go straight down the street until you come to the other House—the House of Eternity—they'll fix you out there; we don't handle time in car lots at this House. Well, sir, don't crowd, if you are in a hurry; there's plenty of time for everybody that doesn't want it all—what do you wish? Oh, you 'just want to know what time of day it is?' Well, friend, it's just about scalping time for you; here, Mr. Midway, bring your scalping knife and fix this gentleman out for the orchestra chairs—bend your head a little bit forward, sir—I'll hold his ears out of the way, Mr. Midway—and—swish! slish! There you are, sir; if there are any flies on you next summer, you'll know it before anybody else does; come again next year and we'll let a V in your waist-band. Good day to you, sir, what can we—Ah, yes; Mr. Sexaginta, this gentleman would like to know if 'he can go ahead and make arrangements for his seventy-fifth birthday?' Sorry, sir, but the bookkeeper tells me that we have a mortgage to foreclose about three months before your sixty-second; better put your house in order and take your papers down to the other House—we turn over all our unfin-

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : 

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES.

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

ALEXANDER & ANDERSON

WE desire to direct the attention of merchants to our magnificent stock of **New Spring Goods**, which are now well forward and will be complete in every department by the end of February.

Our Great Specialty is Dress Goods

In which we are particularly strong, and the collection which we offer of really new and high-class exclusive Dress Fabrics, is exceedingly attractive and well worthy the attention of every buyer of Dress Goods.

In Silks we are offering our new spring goods at lower prices than have hitherto been quoted. We show a nice range of Surahs in Shots, Plain Colors and Blacks, also Black and Colored Mervs, Black and Colored Faille Francaise, Plain and Printed Pongees, Shot Silk Bengalines and Fancy Trimming Silks, Black Peau du Soie, Black Failles, Black Bengalines, Grosgrains, etc.

Our Smallware and Haberdashery Departments

Are replete with all the latest productions of the season. In Hosiery and Gloves we are well represented, and show many leading and special lines which claim attention.

We offer a stock of

Domestic and Imported Staples

Which challenge competition and which is second to none for value and assortment. Our display of Delaines, Prints, Sateens, Zephyrs, etc. (new and choice styles) have been much admired and for which we are finding a ready sale.

We extend a cordial invitation to merchants visiting the city to call and examine our large, varied and interesting display of New Spring Goods.

Alexander & Anderson

ished business to them. Ha! ha! Here's something in your department, Mr. Fretanworry; this gentleman wants 'to be kicked into the middle of next week; has an acceptance falling due next Monday and doesn't know how to meet it'; all right, sir, we've got a Minute in your account somewhere that will send you clear into Eternity if you—well, he's gone; when he found that he could get what he wanted, he didn't want it. And what is your business, young sir? Ah! yes, yes, yes; 'your father has left you \$50,000 and you want Five Years to run over to Europe and see the world?' And you shall have them, young sir, you shall have them; just sign this judgment note for twenty years—that's right, and here are your Five Years—'Pretty stiff interest?' Well, we've been doing business at this stand for thousands of years, and we've dealt with young fellows like you before; we may compound the interest, can't tell yet or, if you're a good boy, we may not charge you any. What's here? A chubby-faced schoolboy, going home for the holidays; wants to know 'if I can't bring to-morrow along this afternoon?' Not yet, little man; call around about forty years from now, and I'll rain to-morrows down on you so fast they'll take your breath away every time you open your mouth to shout 'Stop!' Who's this? A man with a danger signal in his cheek, a cough like a minute gun in his lungs, and a fire in his veins—'wants another handful of sand for his hour-glass'; let me look at it, dear sir; too bad; just about run out, isn't it? And sand is scarce and high this year, and—ah! there goes the last grain—and just in the nick of time, my brother Death is backing his ambulance up at the door; take him away to the other House, down the street; he has no more business with us. And what is your wish, sir? Oh! 'you are going to be hanged in the morning and would like a night six months long?' Sorry, good man, but we haven't changed the gauge of the machine, but once, since I went into business; we did lengthen a day for Joshua, but he wasn't going to be hanged. But never mind; the other House will furnish you a night as long as you want, immediately after the hanging; we send them a great deal of business, sir; oh! a very great deal of trade, although they never reciprocate; no, indeed, we never get a customer from the other House.

"And here is a bright young fellow now who looks as though he might have a prospector's claim on the World and Time; and what do you want, my boy? Eh? Well, lean over and whisper it then, if you are so timid—ha, ha! I knew you didn't want a grizzled old gray-beard like myself to wait on you; this way, Hope, dear; here's a young springald with all his blood that isn't in his heart burning in his cheeks at sight of you—he wants a thousand promises, all in sunny tints; let him have them, dear; you'll find them loose in the big bin with the gold and purple clasp—let him have as many of them as he wants and

charge them to him; he's good for them; bid him God-speed and give him a kiss, dear, that he will remember when he is a white-haired old man—God bless you, my boy.

"And now—Ah, good afternoon, Grandpa; and what can we do for you this quiet winter day? Come over here where the sun shines through the south window. 'You would like to look at Yesterday a little while?' Certainly, Grandpa, certainly. Memory, dear, bring Grandpa the stereopticon, sit down by his side, and turn the slides for him. Come hither, Wisdom, my quiet daughter, bring the powder-box with you—now sift it over him as he bends his head above the pictures your sister is showing him—gently, gently—a little more right here at his temples; don't let any of it get into his eyes; they are just the correct shade now, soft and tender as sunset; sprinkle it thickly on top of his head—snow it on down gently—gently—that's right; now

on his beard; silver it; there's no snow that falls so white and warm as that; that's the way—so softly that he doesn't notice it; there, there, that will do; there is a crown of glory and honor for you, Grandpa; and here is a nice stout stick with a crooked handle that will just fit your tremulous old hand; lean hard upon it, as you have leaned upon the Eternal Promises all the days of your life; just one moment before you go—this way, Mr. Strongman, just put the tremolo stop on Grandpa's knees, and bring that seventy-year-old stoop for his shoulders—now you may go, Grandpa; 'go out to the gate, through the city, and prepare your seat in the street; the young men will see you, and hide themselves; the aged will arise and stand up; princes will refrain from talking, and the nobles will hold their peace; the ear that hears will bless you, and the eyes that see will give witness to you'; ah, it makes the day sweet and writes it in gold upon the Calendar when we finish a piece of work like that; 'So teach us to number our days that we may apply our hearts unto wisdom'; ah, well—"

Just at this moment the gray eyes of the old Maker of Calendars fell

upon the loitering Jester, and he shouted:

"What in the name of all the Centuries are you loafing around here for? Quick, Mr. Indiansummer! Bring your scalping knife and the Frost-sprayer! Some of you hand me a pair of spectacles and a cane—I'll fix this fellow out till he looks older than his youngest joke!"

But the terrified Jester, skipping nimbly far down the crowded street, heard the terrible voice calling after him:

"Get a move on you!"

And then, changing the key to be heard all 'round the world, the old Chronologer shouted:

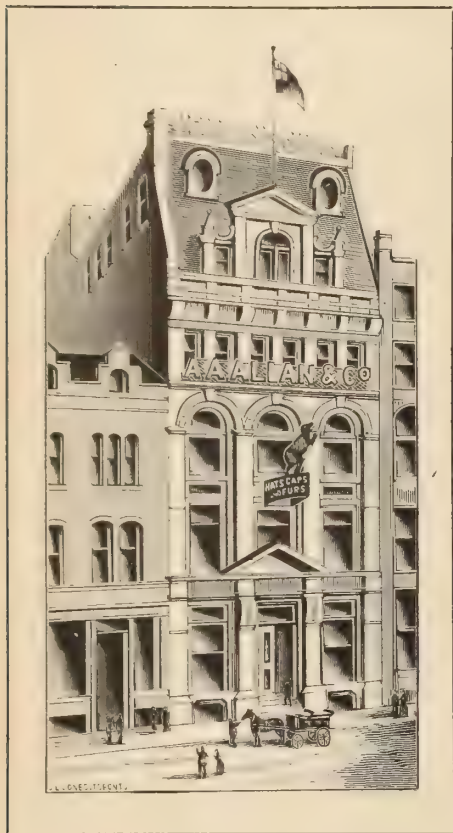
"All out for 'Ninety-three! Everybody change! All aboard for 'Ninety-four!"

—ROBERT J. BURDETTE, in Trade Magazine.



AT THE WATER'S EDGE.

Always Ahead!



A. A. ALLAN & CO.

Announce large preparations
in all departments for the

. . Spring Trade . .

New English Stiff and English Framed

HATS

IN GREAT VARIETY.

We have also all the latest shapes **AMERICAN TOURISTS** and **FLANGE BRIMS**.
Nobby styles. Black and Colors.

Cap Department

We are manufacturers of
Uniform Caps, Fireman,
Railroad, and Society Caps.

Novelties in Boys' and Children's Hats and Caps.

Straw Goods Department

Men's, Boys', and
Children's Straw Hats.

Two Flats Required for Our Display

Special Value in English Galateas and Boaters.

Letter Orders carefully attended to.

A. A. ALLAN & Co.

SOLE AGENTS,

WAKEFIELDS, London
LESLIE & CO., London

English Silk and Felt Hats.

51 Bay Street, **TORONTO**

SINGLE COLUMN ADVERTISING.



SINGLE column advertising is rapidly growing in favor among dry goods merchants.

In fact, nearly all city merchants have adopted it entirely. Such houses as the Hudson Bay Co., Winnipeg; T. Eaton Co., R. Simpson, and Robt. Walker & Sons, Toronto; Carsley, of Montreal,

etc. These men always use the single column advertisement for ordinary advertising. Special advertisement may be two columns in width, but all the essential features of single column advertising are still preserved.

THE REVIEW has repeatedly pressed this matter on town and village merchants, and urged them to discard great display advertisements, with large, wide-faced, flaming poster type. Such advertisements are out of keeping with the spirit of the age, and unnecessarily expensive. The size of an advertisement—regular advertisements are under consideration now—is not a criterion of its valuableness. Twenty-five dollars' worth of space will not necessarily increase profits that much. It is the effect and force of the information contained in the advertisement which decides whether profits are to be increased through its influence.

The style of bonnet that is in fashion to-day will not be in fashion a year from to-day, and was not in fashion a year ago. Why, then, should any merchant believe that the style of advertising never changes? It certainly changes, just as fashions change. Civilization changes a man; so does education. The more men know about advertising, the more civilized and the better educated they become on that point. The greater knowledge begets change.

A STRIKING ADV. BY A TAILOR.

It isn't very often that a tailor becomes original in his advertising, but he sometimes does. If a tailor gets his advertisement changed more than once a year, he is an exception, an anomaly and an object of interest. Here is a striking advertisement by a Winnipeg tailoring firm; it is small but unique:

Courting Suits

AND --

Engagement Trousers

They are a specialty of ours. Give us a look over—that's all we ask. The goods and prices will talk you into buying. The money other people pay for rent goes right into cloth and workmanship here.

MUNROE & McCULLOUGH.

MERCHANT TAILORS.

HOW THE BIG FELLOWS TALK WHITE GOODS.

White goods are sellers at this time of year, if pushed. White goods sales are frequent with the larger city stores. In advertising this class of goods, descriptions and prices should always be given, as the readers of dry goods advertisements are 80 per cent. ladies. This is a fact that should not be forgotten. The lesson to be drawn from it is that a good advertisement may sell

the goods to these ladies if particulars are fully given. Decisions are made, and goods afterwards bought. Here are two samples advertisements—or at least parts of them—from each of Canada's two big cities, Toronto and Montreal:

THE **T. EATON CO.,**
(LIMITED.)

190 Yonge st., Jan. 12.

WHITE GOODS SALE---

It may seem strange for us to be harping away at one fact so much, but shoppers are interested, and the news can't be told too often.

This sale gathers force day by day and sales endorse the values most emphatically. These items are too good to be ignored:

SKIRTS

Ladies' White Cotton Skirts, 30 to 40 in. long,
2½ yards wide, 11 tucks, yoke band, wide
embroidery frill \$1.00
Ladies' White Cotton Skirts, 13 tucks, yoke
band, fine cotton and fine wide embroidery
frill 1.75

GOWNS

Ladies' White Cotton Gowns, cluster tucks, em-
broidery insertion and lace trimming 35
Ladies' White Cotton Gowns, tucks, 2 rows em-
broidery insertion, and cambrie frill 42
Ladies' White Cotton Gowns, 24 tucks, fancy
braid, insertion front, embroidery edge
trimming 1.00

CHEMISES

The above Toronto advertisement shows how this firm believes not only in advertising prices, but in giving minute descriptions of all their goods.

GREAT WHITEWEAR SALE

MANUFACTURERS' STOCK

Of Ladies' White Cotton Underwear
to be cleared at less than

WHOLESALE PRICES

FOR JANUARY CHEAP SALEAt **CARSLEY'S.**

The most complete stock of Under-
wear at lowest prices.

Ladies' White Cotton Drawers from
12½c.

Ladies' White Cotton Chemises from
12½c

Ladies' Cotton Corset Covers from
11c.

Ladies' Cotton Night Dresses from
45c.

Ladies' White Cotton Skirts from
38c.

Ladies' Complete Sets from \$1.23.

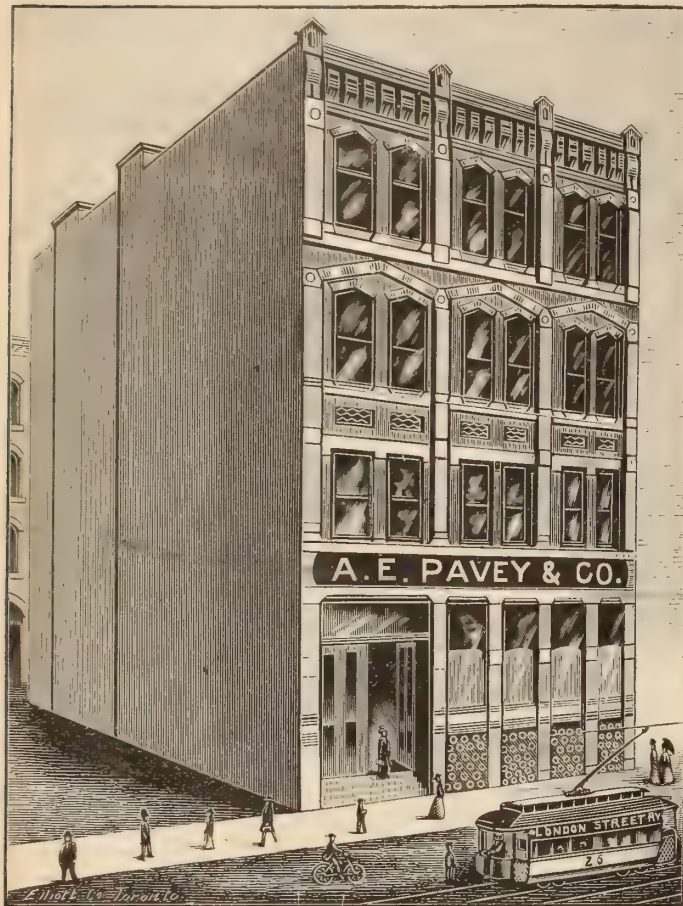
Special Line Chemises, 35c. each,

At **CARSLEY'S.**

This Montreal advertisement is not so thorough as the foregoing one, as it does not supply nearly so much information. It tells of a sale, but the buyer must visit the store to get any

A. E. PAVEY & CO.

LONDON, - ONTARIO



❖ **WHOLESALE
IMPORTERS**

Select Woolens
Tailors' Linings
and Trimmings
Gentlemen's Furnishings

NOW is the time when the merchant tailor can buy his **Spring Goods** with a clear idea of his wants and to best advantage. Every week brings us shipments of the newest and best goods for the coming season.

Do Not Fail to See Our Samples

THE STYLES AND PRICES ARE RIGHT

See Our

Black and Blue Scotch durable Serges; Black, Blue, and Colored Twills; Black Venetians, neat fancy Trouserings; Fancy Suitings; Spring Overcoatings, etc. Compare prices and qualities carefully and you will admit that no one can offer or import for you to the same advantage.

See Our

Linings and Trimmings; we excel in them. See our Tweed and Rubber Coats and Men's Furnishings. We have by constant attention built up a large trade in our respective lines and we are in a position to meet all competitors. Kindly examine our samples and send us your orders.

A. E. PAVEY & CO.

LONDON, ONTARIO

minute particulars of the goods offered. From Eaton's advertisement they can select what they want, and send a child after it or order per post-card. From Carsley's advertisement nothing can be learned except that a white goods sale is now going on.

The great objection to giving minute descriptions and prices is that rivals take notes and imitate, perhaps go even so far as to compete. The dealer must bear this in mind, but he must not allow it to drive him from the sure road to success. Unless dealers have the goods in stock they cannot imitate until the sale is about over, and then they cannot do any harm. If they have the goods in stock they cannot possibly meet special prices advertised. They may in a few instances, but cannot do it very generally. This objection often bears more weight than it should. The strong merchant can afford to ignore rivals; and if rivals follow him closely, people will see it and he will only gain by it.

WORDING, POSITION, COMPOSITION.

The Retailer and Jobber had an article recently which speaks as follows:

There are three other reasons besides miscalculations in circulation why advertising doesn't pay; here they are:

1. Poor wording.
2. Poor position.
3. Poor composition.

Point 1. Not everybody can write good ads. all the time. Some can't ever write good ads. Most people think they can; few people can. Most people buy their furniture; few people make it themselves—they buy it because it's better than what they make themselves. Why don't poor advertisers buy ads.? They think it's cheaper to lose money on a poor ad. than to make it on good ones which cost a few dollars. It isn't, just the same.

JOHN AND JAMES SMITH. DRY AND FANCY GOODS.

Full assortment always on hand.

This is the ad. that doesn't pay. Let's criticise it. In the first place, no one who isn't looking for it would see it. Second, no one would ever be convinced by it. Third, there are probably twenty ads. just like it in the same paper. Fourth, it is an ad. which doesn't relate anything in particular. Suppose the reader wanted hosiery, that ad. would never bring her to John Smith's store.

Here are the ads. I would use instead:

There's a Something

about the style of our dry goods which satisfies the most particular of our customers. You're free to come in and find out what it is.

JOHN & JAMES SMITH

CONCERNING

DRY GOODS.

Perhaps you like to take your pick from a large assortment. Most people do. That's why so many come to us. You come, too—when you want something especially nice.

**JOHN &
JAMES SMITH.**

These ads. could not help being noticed on account of their typographical get-up. Once noticed, they'd be read through; there's not so much in them as to prevent anybody from reading them. Then they are enough out of the general run to make some impression. Each of them insist on one point, and that a point every one who buys dry goods is interested in.

They have one fault, and that is would they appeal to the buyer who wants gingham as strongly as an ad. mentioning gingham? I do not think they would, and the best advertisers do not think so. They believe in the ad. which gives facts and figures; but this, of course, brings up another point. The ad. must be changed frequently so as to bring your name before everybody interested in your goods. Here are a couple of examples of this class:

Y_{our} **N**_{ew}
D_{ress}—

What shall it be made of? If it's to be a GINGHAM Dress, nothing so good at the price as

Galantha Gingham 6c.
or **Toile du Nord 11c.**

If it's to be a WOOLEN Dress, nothing so cheap for the quality as

P.W.C. Cashmere 42c.
(38 in. wide.)
Camel's Hair Suitings . . 20c.
(30 in. wide.)

If it's to be a CALICO Dress, nothing so varied in style and price as our stock

Calicos 6c. to 12c.
JOHN & JAMES SMITH

A large store well
stocked with all
that is desirable in

DRY GOODS.

TO THE CLOTHING TRADE

MANUFACTURERS
OF THE . . .

\$1 BOYS'
SUIT.

WRITE FOR SAMPLES.

CLAYTON & SONS,

Halifax, N. S.

GERMAN ARTISTIC WEAVING CO.

WOVEN LABELS, NIGHT-SHIRT TRIMMINGS, INITIALS, ETC.



120 FRANKLIN STREET, NEW YORK. ALL ORDERS.

98 MARKT STR.,
CREFELD.

24 EDMUND PLACE,
LONDON, E. C.

8 FAUB'G POISSONNIERE,
PARIS.

TORONTO CARPET MFG CO. LIMITED

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN CARPETS

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER CARPETS

The Maple Leaf Brand

The Imperatrix Axminster

KENSINGTON ART SQUARES
IN ALL SIZES
INGRAIN CARPETS
IN ALL QUALITIES

AXMINSTER
SQUARES, RUGS, MATS,
BODIES
BORDERS
STAIRS

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893

TORONTO CARPET MFG CO. LTD.

John Macdonald & Co.

WE have much pleasure in announcing to the General Dry Goods, Gents' Furnishings, Haberdashery, and Carpet trades that our selection of goods for the **SPRING SEASON** has been made with the greatest care and skill. Having five expert departmental buyers visiting the British and European markets regularly, who are assisted by our residentary buyers in these markets, and buying for cash our purchases are unequalled in assortment and value.

We are now daily receiving shipments in each of our respective departments, and at the present time our stocks are almost complete. We herewith mention a few of the most popular lines that we are now showing. We say most popular because of the fact of having already received large orders.

Prints in "Loie Fuller," shaded, silk effects, blouse prints, shirting prints, dark fancies, light fancies, indigos, cardinal and navy, black and greys.

Linens in tablings, towellings, dowlas, hollands, towels, fronting linens, embroidery linens, table napkins, d'oylies.

Staples in grey and white cottons, shirtings, flannel-ettes, sheetings, pillow cottons, tickings, awnings, cottonades, denims, and ducks.

Woollens in English, Scotch, Irish, and Canadian suitings, serges and pantings, worsted suitings and overcoatings, mantlings, lawn tennis and cricketing flannels.

Tailors' Trimmings in Italian cloths, verona serges, silk serges, pocketings, silesias, hair cloths, rubber tissue, paddings, bindings, braids, cords, buttons, buckles, silk twists, threads, squares, tape measures, and fashion plates.

Gents' Furnishings in underwear, neck-wear, dress shirts, outing shirts, ready-made shirts, half-hose, collars, cuffs, handkerchiefs, belts, braces, rubber goods, carriage rugs, and dusters.

Haberdashery in buttons, braids, trimmings, cotton spools, silk spools, tapes, pins, needles, hooks and eyes, fingering and knitting wools, and a great variety of sundries.

Silks in black and colored, all the most fashionable fabrics and newest shades, ribbons, laces, velvets, velveteens, veilings, frillings, embroideries, and muslins.

Dress Goods in all the latest productions of the loom, black and colored.

Hosiery and Gloves in women's, misses', and children's cashmere and cotton hose, women's, misses', and children's underwear, ladies', misses', and children's cashmere and lisle thread gloves, ladies' kid and silk gloves.

Carpets in wilton, brussels, tapestry, wool, union, and hemp carpets, floor and table oil cloths, linoleums, china and other mattings, mats, rugs, lace and chenille curtains, piano covers, table covers, piano felts, bed quilts.

Inspection Invited. Orders Solicited.

Filling Letter Orders a Specialty

John Macdonald & Co.

Wellington and Front Streets East,

AND
MANCHESTER, ENGLAND.

TORONTO, ONT.

THE FOSTER INSOLVENCY BILL.



NOW that the Government has removed the mask of indifference regarding insolvency, a quiet, glad hope permeates the breast of the average jobber. He hopes that the days when an insolvent can pay from one to twenty cents on the dollar of his justly contracted debts are almost numbered. The Government has a bill in hand, and the Hon. Geo. E. Foster, the Minister of Finance, has assumed control. Should he retain control, and should he succeed in having his bill adopted by the Houses of Parliament, he will have earned the gratitude of merchants and the marked respect of all honest men.

It may not be possible to make men honest by Act of Parliament—as the anti-prohibitionist would say—but it is possible to lessen the opportunities for men to become dishonest. The dishonest creditor is among us, and his name is legion. We may not be able to cure him of his faults, but we can, at least, lessen his opportunities for avoiding the paying for his goods. Moreover, we can prevent the growth of a new legion—we can keep the coming generation of merchants from being steeped in the wiles of those whose business it is to contract as many debts as possible, and pay as few as they can.

A committee of the Montreal Board of Trade, and another of the Toronto Board of Trade are considering this bill. They are going through it carefully, word by word, line by line, provision by provision, and bringing their crystallized experience of many years to bear on the supposed effect of every rule in the bill. These are the men who have learned by sorry experience what have been the loopholes of preceding legislation. They know why debts were not paid, and they will make their knowledge useful in suggesting amendments.

But there is another class of men who should be consulted. Canada has many boards of trade outside the two cities where the jobbers and wholesalers congregate. Her other cities have boards whose wisdom cannot be ignored. These should consider that bill, in council, before it is accepted by the Government. Moreover the boards of trades in the towns should have something to say in this matter. They are “the other fellow” in the question, and they should have the privilege of expressing their views as debtors. The debtor has as many rights as the creditor, and it is to be hoped that Mr. Foster will not neglect to take the views of both.

The full text of the bill would require too much space, but partial information is given. T. A. Forman, a dry goods merchant of Woodstock, strongly attacks the bill in his local paper; otherwise adverse criticisms are very few. The clause appointing official receivers on salaries will add to the patronage of the Government, and could be avoided. This point should be well considered.

A trader is held to be insolvent when he fails to meet his liabilities, either by calling a meeting of his creditors to compound with them, or show a statement of his inability to pay, suspends payment, or acknowledges his insolvency, absconds, secretes part of his estate, assigns, permits an execution to remain unsatisfied, or if he wilfully neglects to obey a decree, etc., of any court for the payment of money.

If a debtor commits an act of insolvency the court may, on the petition of a creditor, make an order, to be known as a receiving order, for the protection of the estate. The statements in the petition have to be verified by the affidavit of the creditor

or creditors presenting the same. Proof of the debt will then be required, and if the court is satisfied a receiving order is made; if not satisfied that the debtor is not able to pay his debts the petition may be dismissed. If no reasonable grounds were had for the proceedings, then the petitioner may be in damages.

Official receivers must be appointed by order-in-council, and they are, on appointment, to furnish bonds for not less than \$2,000 and not more than \$20,000. In cities or districts with a population of over 100,000 inhabitants, two official receivers may be appointed. If there should be no receivers, through death or otherwise, the sheriff will act. Property exempt from seizure by virtue of provincial statutes shall not rest in the official receiver, nor any salary earned by the insolvent after the date of the insolvency, or any debts held by the insolvent as trustee.

RE BANKRUPTCY BILL.

BY STAPLETON CALDECOTT.

THE absolute necessity for a good, well-digested bankruptcy bill becomes more apparent every day, and we are much pleased to know that the Government has responded to the call of public opinion, and has given substantial promises through the lips of Sir John Thompson and Hon. George E. Foster that a bill will be placed before the House this session of Parliament now about to be called.

The great points we respectfully submit to keep carefully in mind are:

1st. Simplicity of machinery; no needless cost for winding up an insolvent estate. We cannot afford the luxury or the cost both of time and money of a bankruptcy court, nor is it needed; the present courts can readily be utilized for any judicial formalities really necessary.

2nd. Proper control of the estate by the creditors, giving to them choice of the liquidator and power to control the acts of the liquidator after appointment, in case he does not carry out their express wishes.

3rd. A just distribution of the estate of the insolvent and the prevention of fraudulent preferences.

4th. A discharge clause, carefully guarded, which will give the debtor who can show a clean record a full and complete discharge upon giving his estate into the creditors' hands, yet will protect legitimate trade, by refusing a discharge where fraud, recklessness, or extravagance has been continuously committed.

5th. Carefully defined Acts of Insolvency, which, while stating what constitutes insolvency, would also prevent estates being placed into voluntary insolvency.

In addition it would also be well to have provision made to prevent solicitation of debtors by professional assignees to make (to them) an assignment of their estate, and which at present threatens to have a very mischievous effect upon commercial honor. The bill presented to the Government by the Board of Trade Committee has carefully gone over these grounds, and if it or a similar bill is passed this coming session of parliament it will materially assist to ease down the present uneasiness in commercial circles, promote intercolonial trade, which at present is almost destroyed in consequence of the present condition of the law upon the question of collection of debts, and remove a fruitful cause of friction from fellow merchants who at present are often brought into unfortunate conflict, tending to destroy that harmony which should ever exist in every branch of business; and, best of all, it would put incapable and dishonest men out of business and give the fair, honest trader a proper sphere in which to conduct his affairs and earn his bread.

SAMSON, KENNEDY & Co.

Importers of Irish Linens

MOTTO: "We always lead; we never follow"

(Registered Trade Mark.)

Linen Department

WE have pleasure in again directing the attention of the Trade, to the steady increase of the sales in this department. The special care bestowed by our Linen Buyer in selecting popular makes of **Table Linen**, and procuring them at the best sources of supply, has been attended with the most satisfactory results, so much so indeed, that our customers have become familiar with our makes and value and send in their orders direct to this department, feeling confident they will be faithfully executed and shipped at right prices.

When we started out to Revolutionize the Linen Department

And increase the volume of business in it, we resolved to give quotations so low that importers could not lay the goods down cheaper at their own door, and the result has been that our sales of Linens have increased **Tenfold in 1893** as compared with that of 1892.

Those who are now doing largely with us in Linens, can confirm all we say, and those who have not yet favored us with their patronage in this department, are invited to test the sincerity of our professions by either paying us a visit or sending us an order through our travelers.

We are in receipt of Our Spring Shipments of Linens

Which, for extent and variety of make are **Unequalled** in the Trade, and embrace Tablings—Cream Damasks. In our immense assortment we draw attention to our special "Shamrock" and "Enniskillen" Brands, Colored Tablings, Rough and Loom Dice Tablings. Special drives in Bleached Tablings.

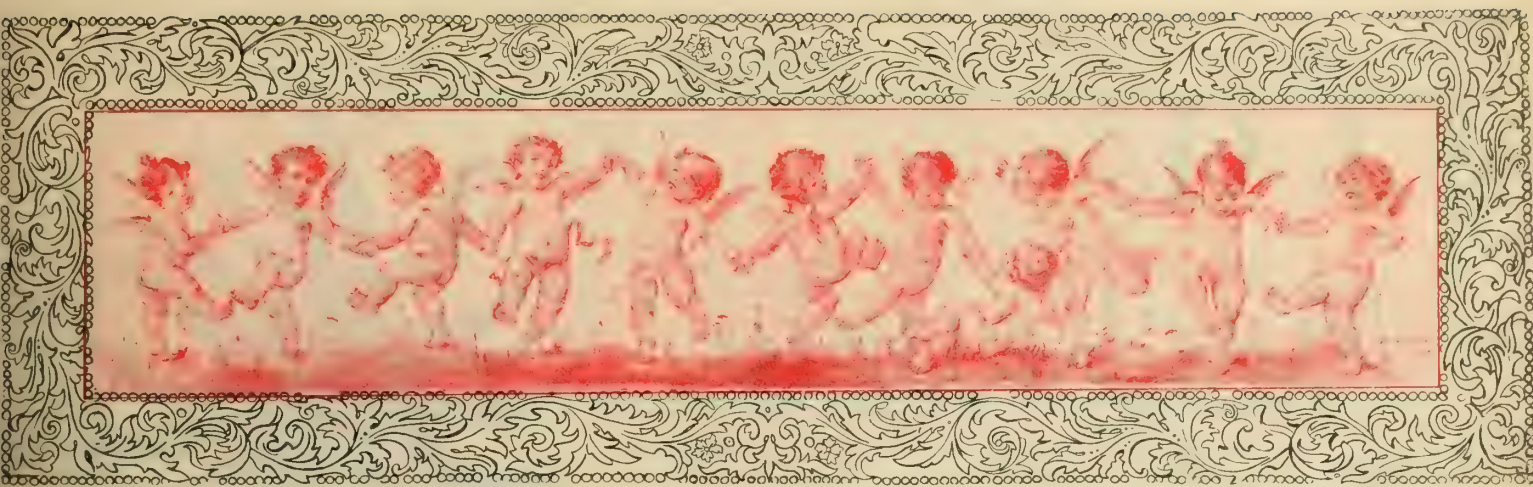
Ask to see our 24½c. and 48c. Bleached Tabling, "Very Special." Special value in Table Napkins, in all sizes. Glass Towellings, Brown Hollands, Russia and Dundee Crash, Tartan Border Crash Towellings. Elastic Canvas in Brown, Black, Seal, Slate, White, and Towels of every description and in endless variety. Linen Dowls, Union Dowls, Linen Diaper, Union Diaper, Embroidery Linens, Colored Table Covers, Dresser Hollands, Fronting Linen, Interlining.

Samson, Kennedy & Co.

44, 46 and 48 Scott St., and
15, 17 and 19 Colborne St.

 **TORONTO**

25 Old Change, LONDON, ENGLAND



SPRING TRADE IN MONTREAL.

THE expectations of the more sanguine ones seem to have been fulfilled in regard to trade during the latter part of January, and during February up to the time of writing. Three of the leading general dry goods houses whose showing should be a fair criterion of the rest of the trade, as they cover practically the whole of Canada, state that their sales to date are in advance of last season. Travelers' orders continue to come in well and prospects look bright, especially in the Province of Quebec, which was never known to be in better shape. The large increase in the dairy industry during the past year is the beneficial influence to which dry goods men attribute this condition of affairs, which is easily understood when it is stated that the industry has led to the payment in cold cash of as much as \$65,000 to \$70,000 in more than one parish in the province. The houses here do not report as encouraging prospects in the west and northwest, but it is hoped that the lessons of the past will have their effect upon the present and re-current seasons.

Remittances have been complained of as still ruling slow, but it is worthy of remark that a canvass of the trade here by several of the city newspapers revealed the fact that the dry goods trade, as a whole, appeared to be satisfied with the record on the 4th of February. It is worthy of note that payments from Quebec, especially from the Eastern Townships district, appear to be better than those from Ontario. Many of the French wholesale houses claim that only one-third of their Quebec paper entailed renewals. On the whole the returns seem to have been satisfactory.

Cottons, both white and grey, are still firm, and mill agents claim to be sold ahead. Colored cotton goods have been in rather large supply, but the demand of late has reduced stocks considerably. Values on these are steady at the reduced price quoted in these columns some time since.

The Magog colored cotton mill has been running on half time lately. This policy of the mills in restricting their output in a ratio to requirements has been justified; for, as a consequence, this spring there has been no offering of whole rafts of stuff at cut prices, and general prices remain firm. The Hochelaga cotton mill has shut down for the usual spring overhauling and repairs.

A feature in domestic staples at present is the renewed demand for gingham, which, as everyone knows, have been dull and rather in the background for a season or two.

Advices from England to importers here this month are that

all kinds of woolen goods are very firm, and sellers across the water are reported to be on the fence just at present, pending the settlement of the new tariff arrangements in the United States. It is predicted in this connection that cashmeres, which have been very low for some time, are sure to go higher.

The flight of buyers across the water on account of full supplies has already commenced. Among the first to leave was Mr. Geo. Fraser, of Greenshields, Son & Co., who left for Great Britain and the Continent, via New York, on the 12th inst.

The Canadian Needle Co. are a new concern established in Montreal for the manufacture of needles. They have obtained control of the "Kantopen" hook and eye for Canada.

The Dominion Oil Cloth Co. call attention to their Maple Leaf brand of oilcloths. All travelers for the general dry goods houses now out carry samples of these goods. The line is larger than ever, especially in floor oilcloths. They have secured a large addition to their premises, and with increased facilities thus afforded orders will be executed with greater dispatch.

DRESS GOODS.

The demand this spring for dress goods runs essentially to plain stuffs, said Mr. Geo. Fraser, of S. Greenshields, Son & Co. This firm are offering a fine assortment of all wool plain challies, while a design in the same goods with silk stripes seems to be a great favorite with their customers. In black dress goods, the well known goods of Priestly's manufacture, for which they are the sole Canadian agents, offer a selection that should satisfy any buyer. They are offering in designs chiefly in black, plain or fancy and black and white, and show an exquisite finish which should be just the thing for the prevailing fashions, which call for goods that will drape artistically.

In dress goods Messrs. Brophy, Cains & Co. have always made black goods a leading line with them, and their list this spring of these descriptions of goods is a very large one. Black figured soleils, blacks in wool and mohair figures, and wool and lustre figures in dark navy, blue black, and black, are some of the leading lines of the goods which they show. Basket cloths in navy and black is another leading line with this house, and they consider one of their leaders in dress goods to be the assortment of plain satin cloths, satin "Royale," satin "Brilliant," both in black and all the leading shades.

The prevailing epidemic in dress goods, say Messrs. Jas. Johnston & Co., runs to satin finished goods. They show some

H. MACKENZIE
J. P. CLEGHORN

J. G.
Mackenzie
& Co. —



... WHOLESALE ...

Importers of



DRY GOODS

Canadian

and . .

American

Productions

— A Specialty

. . . 381 and 383 St. Paul Street

AND . .

35 Milk Street
LONDON, ENGLAND



MONTREAL

James Johnston & Co.,

26 St. Helen Street,

MONTREAL

IMPORTERS . .

. . AND . .

GENERAL

DRY GOODS

MERCHANTS



. . . SAMPLE ROOMS AT . . .

Quebec, Que.; Winnipeg, Man.

Toronto, Ont.; Montreal, Que.

Victoria, B. C.

BROPHY, CAINS & CO.

The Highest Class of
Black Dress Fabrics

"FOR GENTLEWOMEN"

DRESS GOODS IN . .

*Silver Crepon, Silver Voile, Satin Royale, Satin Brilliante,
Fancy Jacquart, Crepon and Nattee, Nattee Vigeroux, Croise,
Voile, Popeline and Silk Check, with Trimmings to match.*

PRINTS | PRINTS | PRINTS

ALL NEW AND HANDSOME DESIGNS, AND ALL

.. THIS SEASON'S PATTERNS ..

*Cretonnes and Art Muslins,
Apron Muslins, Victoria Lawns,
Hosiery, Gloves, Laces, Ribbons.*

AGENTS IN THE PROVINCE OF QUEBEC FOR

} B. & C. and Ball's Dollar Corsets

196 McGill Street, MONTREAL.

Hodgson, Sumner & Co., MONTREAL

Dealers when called on by our travelers, should take special note of the following lines, which are among the many in which we are offering special inducements in the way of novelties, qualities, and prices.

SILKS Our selection of patterns is unusually large and attractive, but we would draw special attention to our *Shot Denias, Ombre Raye, Shot Mervs, etc.*, which we have in all the leading shades. In *Dress Goods* our Plain and Shot Crepons, Shot Diagonals, Delaines, etc., offer special inducements to the shrewd buyer.

WATERPROOF GOODS

Rubber Garments for men, women, and children, in all qualities and latest styles. *Umbrellas*, all prices—all

good sellers. We have an even larger range than usual of novelties in Braids, Ribbons, Veilings, Frillings, Lace, etc., etc.

OUR CHURCHGATE CASHMERE .. HOSIERY ..

is no novelty but we would like to remind our customers that it will always give satisfaction to their patrons. It has stood the test of time and competition.

SEE OUR SAMPLES BEFORE BUYING.

Hodgson, Sumner & Co.

SEND FOR CATALOGUE

MONTREAL

very handsome brocade and shot effects in small figures, also whipcords, mohair effects, and crepeaus. An extensive line of small checks in black and white is another good assortment with them at present. A large line of Panama canvas is another fine assortment, and a good illustration of the proper thing for spring wear.

According to Messrs. Gault Bros., cashmeres still hold their own, and this firm have been making some very large sales of these goods. They were never so cheap as they are at present. They also show an extensive line of printed delaines, as well as a full assortment of all other kinds of dress goods.

In dress goods Wm. Agnew & Co. are offering some very handsome lines of Boyadere stripes in plain colors, which they have sold well. Some very neat Natte effects is another taking line with this firm, and a class of goods that they expect to go well is an extensive assortment of sail cloth, in all the new shades. These are just the thing for spring dresses.

SILKS, ETC.

Messrs. Hodgson, Sumner & Co. are opening up this month their extensive line of silks of all descriptions. Mr. Sumner is deservedly proud of his collection. As will be seen by this firm's advertisement in this issue, they are making a special push in silks, and dealers should find both pleasure and profit in looking over their stock or at their travelers' samples.

In silk goods Messrs. Brophy, Cains & Co. show a full list of fine surahs, suitable both for ladies'

summer blouses and trimmings. Their list of plain shot effects is an especially rich one.

Trade in silks with Messrs. Jas. Johnston & Co. is good. They are offering an extensive assortment of surahs in colors and blacks; also some handsome shot effects and fine Bengalines in blacks and colors. They report a strong feeling in favor of Moires in the orders which are coming, and are offering a full line of black goods in these.

Gault Bros. show full lines of brown and green silks, which, owing to the prevailing fashions, they expect to be in good demand for trimmings. Surah silks of all kinds are an extensive line with them; also both in plain and colors, and shot effects.

In silks Wm. Agnew & Co. are offering a fine line of black gold-edge "Peau de soie," which should not remain long on the shelves, if their moderate cost and fine finish and appearance go for anything.

SPRING PRINTS.

S. Greenshields, Son & Co. show an extensive line of both imported and domestic print goods. The writer's attention was attracted by some very handsome challie effects in these goods

which this firm are offering to the trade which can hardly fail to catch buyers' attention.

No buyer of fine imported print goods can afford to ignore the fine selection of these goods which Messrs. Brophy, Cains & Co. are showing the trade at present, the variety and quality of these goods offered by this firm being almost bewildering. A specially notable line with this house is an assortment of fancy crepe prints which presents a very fine finish and unusually rich appearance. These goods are largely in dark and white effects, various pretty floral effects being worked on a dark ground which is intersected by a series of fine lines.

A very handsome assortment of prints is that shown by Jas. Johnston & Co., their card offering an extensive list to select from. Some of the goods which struck the writer most were lines of stripes and checks in white and colors on dark grounds; also on light grounds, which looked very handsome. This house also show a very extensive assortment of art muslins.

In print goods Gault Bros. remarked upon the improvement that was every year being made in the grade and finish of Canadian prints. Their spring assortment this year of domestic prints is a striking example of this, showing as it does a fine selection of goods.

SPRING TWEEDS, ETC.

In spring tweeds plain fabrics of neat small designs seem to be the feature, if Messrs. J. G. Mackenzie's stock is a criterion, and it certainly should be. Of course there is the usual quantity of Outre patterns for the demand of cer-

tain sections, but for the finer grade of trade quiet toned goods will hold sway. This firm offer an especially large assortment of tweed suitings and worsteds.

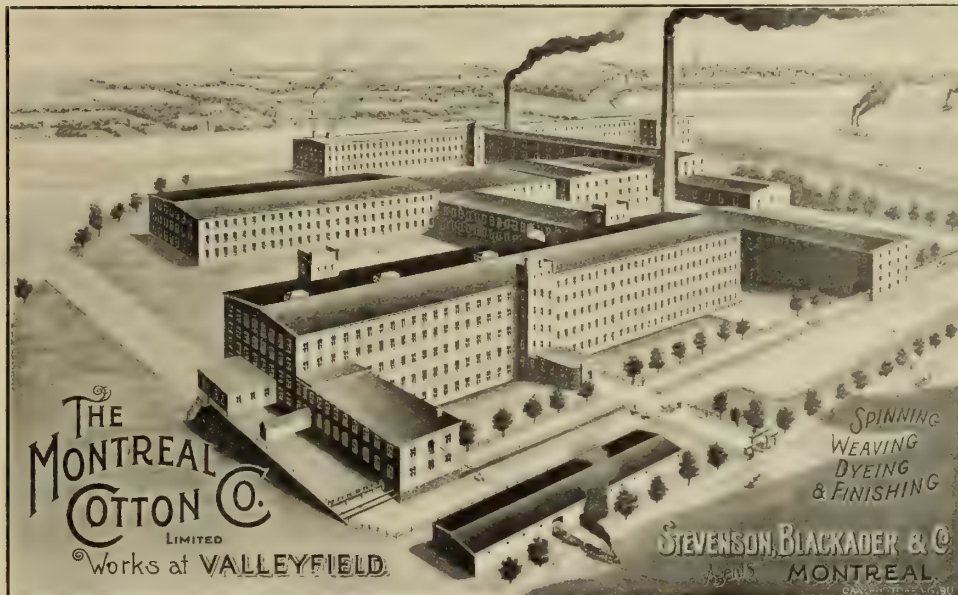
Any buyer of tweeds or spring suitings cannot afford to ignore the assortment offered by Messrs. Gault Bros. this spring. This firm always carries a heavy stock of tweeds of all kinds, and this year it is true to its reputation. In domestic tweeds a visit to the office floor of their warehouse shows plainly that Canadian mills have nothing to be ashamed of in the goods they turn out.

LACES, VEILINGS, AND TRIMMINGS.

In laces and trimmings some very handsome Calais and Nottingham laces were noticed at S. Greenshields, Son & Co. This firm are also offering a full list of "Pointe d'Irlande" and guipure laces, as well as an extensive line of braids of all descriptions.

As usual, Jas. Johnston & Co. are offering a very fine assortment of trimmings of all kinds. They expect their double-faced satin ribbons to be a leading line, and have already experienced a good demand for them. Velvet ribbons in blacks and colors they also find a very active line, especially in the narrower widths.

Messrs. Brophy, Cains & Co.'s assortment of trimmings go to



LONSDALE, REID & CO.

Dry Goods
Importers

MONTREAL

We have the pleasure to inform our
Customers that our Stock is now
complete in every department. . .

We are favorably known throughout
the Dominion for special values in
the following lines:

PRINTS LINENS CASHMERES
DRESS GOODS HOSIERY GLOVES
PARASOLS SILKS LACES RIBBONS
HANDKERCHIEFS FANCY GOODS SMALLWARES
ETC., ETC.

. . Letter Orders Will Have Careful Attention . .

SOLE AGENTS FOR THE CELEBRATED CROMPTON CORSETS

Greene & Sons Company

MONTREAL . . .



HATS,
CAPS,
FURS,
Straw Goods,

RUBBER COATS, UMBRELLAS,
LINEN SHIRTS & COLLARS,
TIES, HOSIERY,
GLOVES,
ETC.

WAREHOUSE: 513, 515, 517, 519, 521, 523 AND 525 ST. PAUL ST.

Latest Styles,

Lowest Prices.

show that fancy lines in shades to match the dress goods are fashionable. They show an extensive line of silver and bronze effects in braids in all the leading colors, and expect some further large shipments shortly.

In hosiery J. G. Mackenzie & Co. show an extensive line of black goods which, as usual, hold their own this spring, as they always do.

Messrs. Lonsdale, Reid & Co. are the sole agents for Eastern Ontario and the Province of Quebec of "Crompton's" celebrated corsets.

Thouret, Fitzgibbon & Co. are just receiving at present a full line of the well-known brand of men's kid gloves, the Kangaroo, which in finish and appearance are fully up to the reputation which these goods have gained in the trade.

In laces Brophy, Cains & Co. show an extensive range of guipures in two-toned and natural effects in creams and whites, also an extensive list of black guipures, black silk "Bourbons," black silk "Chantilly's." A line of black and white effects in Seville laces are striking goods in this department.

Messrs. Lonsdale, Reid & Co. take pleasure in informing their customers that their spring stock is complete in all departments, and will be found attractive and well worthy of close inspection. Their travelers are always on the road and will show this month German manufactured mantles for import.

D. Morrice, Sons & Co., the selling agents, call attention to the fact that a full range of "Pure Indigo" prints are now in the hands of the wholesale trade. The quality of these goods reflects credit on the Dominion Cotton Co.'s Magog establishment. All the goods are guaranteed and stamped "Warranted Pure Indigo."

Mandelberg & Co., Ltd., waterproof manufacturers, of London and Manchester, England, have opened a branch in Montreal at 35 Lemoine street. Mr. H. W. Barnes is the gentleman who is the Canadian managing agent for this firm, who intend to go into the manufacture of these goods on the above premises.

Thouret, Fitzgibbon & Co. are now in possession of some of their spring importations of fine ladies' gloves of the famous "Jammet" brand, and although a slight advance has to be made in values owing the higher cost of these new goods, they are still prepared to talk to their regular customers on a basis which will be satisfactory. Some of the special lines are very handsome, notably the French kid gloves with silver lacing studs and covered outfit; and the French kid with four large pearl buttons, with plain or colored outfit. The firm's extensive line of dressed French kid Mosquetaires is also sure to attract attention.

A POINTER ON SILKS.

Attention is called to the advertisement on another page of this issue of the progressive house of J. F. Riepert, one of the pioneers in making the direct importation of oriental silks a specialty in the Canadian market. This firm carries samples of almost everything made of oriental silk, and since its inception two years ago has achieved a most wonderful success. Among the samples for this present spring season are shown a full line of dyed and printed dress silks, especially some new and delicate contrefond effects, which are very pretty. A strong feature for summer wear is the washable striped Japanese silks, so admirably adapted for blouse waists, etc., while plain colors and brocaded novelties are also much in demand. Of white hemstitched—initials—and ladies' embroidered handkerchiefs, J. F. Riepert carries an endless variety. Close buyers should not fail to pay a visit to his office, 162 St. James street, Montreal.

AN ART PROOFING FOR WATERPROOF GARMENTS.

FOR some years makers of fine waterproof garments have been trying to devise a means to have the "proofing" or rubber part of the fabric show some pattern. The tweed outside with its rubber "proofing" or lining made a nice light garment, and a pretty one from an outside view. Its plain dirty-brown inside color was not pleasing.

The "Distingue" waterproof, with the new art proofing on the inside, is the chemical triumph which has now been put on the market. These garments have a proofing which shows a pattern which permeates the proofing, and is part and parcel of it. The garments are no heavier, but they possess an effective inside appearance equal to the outside. This improvement is now applied to garments of the "Distingue" make.

Many Canadians knew John Learmonth who so ably represented the "Distingue" waterproof in Canada. This gentleman died some time ago, and his work has been taken up by his nephew, J. W. Holden, who is now making a tour of Canada. He called on THE DRY GOODS REVIEW recently and explained the merits of these celebrated goods, and furnished THE REVIEW with a list of the leading firms who handle these goods in Canada. In Montreal there are: Hodgson, Sumner & Co., Greenshields, Son & Co., R. Linton & Co., J. G. Mackenzie & Co., Gault Bros., and Caverhill & Kissock. In Toronto there are: McMaster & Co., Caldecott, Burton & Spence, Wyld, Grasett & Darling, John Macdonald & Co., Gordon, McKay & Co., and Alexander & Anderson.

Undoubtedly these goods are of excellent merit. They are already known to most Canadian retailers, and will doubtless soon become popular among the general public. An inspection is the best method of confirming their merit.

CANADIAN SILK GOODS.

SOME people have an idea that Canada doesn't manufacture any silks. True, she has not yet attained much development, but the fact that the Corticelli Silk Company, of St. Johns, Que., is giving employment to over 150 hands, and is paying out \$50,000 per year in wages, may be a pleasing surprise to the readers of this journal. It is pleasant to know that Canada possesses the groundwork on which to build a textile manufacturing future.

This company is merely the Canadian branch of the well-known Nonotuck Silk Co., of the United States, probably the largest silk thread manufacturing company in the world. It is now manufacturing, in Canada, the famous Corticelli spool silks handled by so many Canadian retailers. It is also agent for the Brainerd & Armstrong Co.'s wash silks.

The Nonotuck Co. received six prizes at the World's Fair for spool silks, tailors' silks, etc., and three for knitting and crochet silks and embroideries. A picture of its World's Fair exhibit will be found on the outside back cover.

The company have ten salesmen traveling all over Canada, and if every retailer doesn't know what the company's goods are like, it is his own fault.

Mr. James A. Cantlie has been elected by acclamation, Second Vice-President of the Montreal Board of Trade. Mr. Cantlie is a man of shrewd ability and pleasing manners—a combination which wins every time. Mr. Cantlie is a man who will grace the position which the respect of his fellow merchants entitles him to occupy.

The Dominion Cotton Mills Company.

A FULL RANGE OF
PURE INDIGO
PRINTS

IS NOW BEING SHOWN
TO THE TRADE.

Ask Wholesale Houses
for Samples.

MAGOG PRINTS

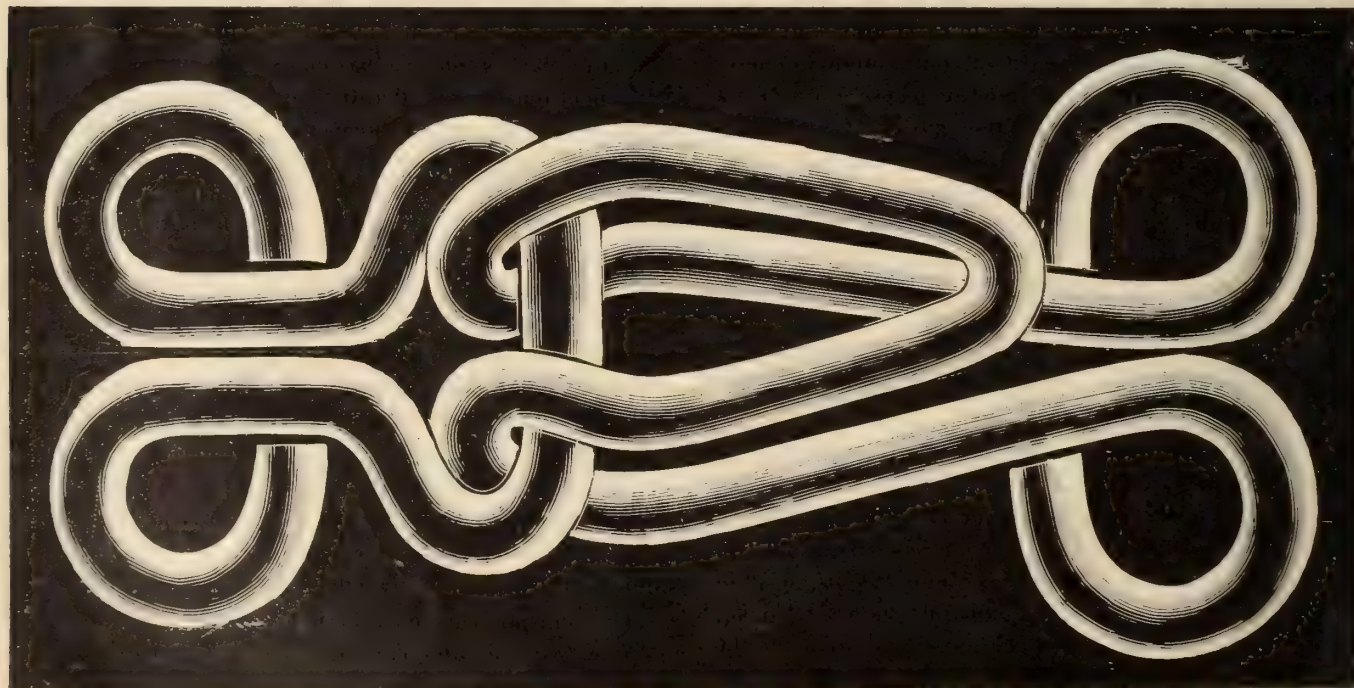
ALL GOODS
GUARANTEED AND
STAMPED

"WARRANTED
PURE
INDIGO."

D. MORRICE, SONS & CO.

Selling Agents.

Montreal and Toronto.



"KANTOPEN"

Made in sizes 2, 3 and 4 (about corresponds with Nos. 5, 6 and 7) **FOR DRESSES ONLY.** The bill of the hook is spread to form a spring — the eye being narrower. It is smooth and easy to unfasten. It is sprung so little that the spring will never completely weaken as with those hooks **that have the spring inside, under the point.**

With the latter the spring being forced all one way is displaced much more and becomes bent and useless. We already

supply about three-fourths of the hooks and eyes sold in Canada, though it has been on this market less than a year. Costs **3½ cents per card of two dozen**, and has to retail higher than ordinary hooks but meets no objection on that score. Any woman will pay the difference for a hook that will stay fastened. Considering the quantity of hooks and eyes a woman uses the additional outlay is very slight. **THE CANADIAN NEEDLE CO., Office and Sample Room, 15 Victoria Square, Montreal,** manufacturers of Needles and Pins of all kinds, Kantopen Hooks and Eyes, Crochet Hooks, Knitters and Darners, Etc., Etc.

MONTREAL COTTON COMPANY, Ltd.

THE works of this corporation are situated at the lower end of Lake St. Francis, in the town of Valleyfield. The mills were built some eighteen years ago for the manufacture of bleached shirtings, and contained about six hundred looms, but, as a consequence of the inception of the N.P., the spinning and weaving were doubled, and a large dye house added for the dyeing of all sorts of linings, dress goods, etc. During the past five years the popularity of the goods with the trade has much increased, and last summer the directors determined upon extensive additions to meet the ever developing trade.

The concern is now about four times the size of the original mill, and is the largest in Canada, and will have, when the machinery is all going, about twenty-five hundred looms and a bleachery, dye house, and finishing room, capable of handling a considerably larger quantity of goods than these looms will turn out. The power is altogether water, and is one of the finest in the country, giving about 2,000 horse-power, whilst at a comparatively small cost some further 8,000 horse-power could be developed, and independent of the ups and downs of the canal system.

The production is the most varied of the Canadian mills, and consists of all kinds of piece dyed cotton goods used for linings and dresses, from the lowest priced cambrics to the highest priced satines and beetled twills.

There will now be paid out for wages somewhere between two hundred and fifty and three hundred thousand dollars per annum. Those who have ill will to our native industries can well meditate and think where this money goes—certainly not into the stomachs and on the backs of people living in Europe, Britain, or the United States.

The President is Mr. A. F. Gault, who has occupied the position for about seventeen years, and to his indomitable will and keen insight into the future, much of the Company's success is due. The Manager is Mr. Louis Simpson, who hails from the hub of cotton manufacturing, Preston, and brings with him, besides much force of character and an ardor that cannot be dampened, an intimate knowledge of manufacturing in all its branches. The Company own a large farm and a considerable number of tenements. They support a club for the use of their help; billiard room, card rooms, library, and a skating rink.

The selling agents are Messrs. Stevenson, Blackader & Co., who are so well known by the trade that it is scarcely necessary to say anything about their merits. Mr. Stevenson has been identified with the cotton manufacturing interests of the country since its inception, and has been particularly identified with the Montreal Cotton Co. for the past seventeen years. Mr. Blackader is a familiar figure on Toronto streets, and only requires to be known to be appreciated.

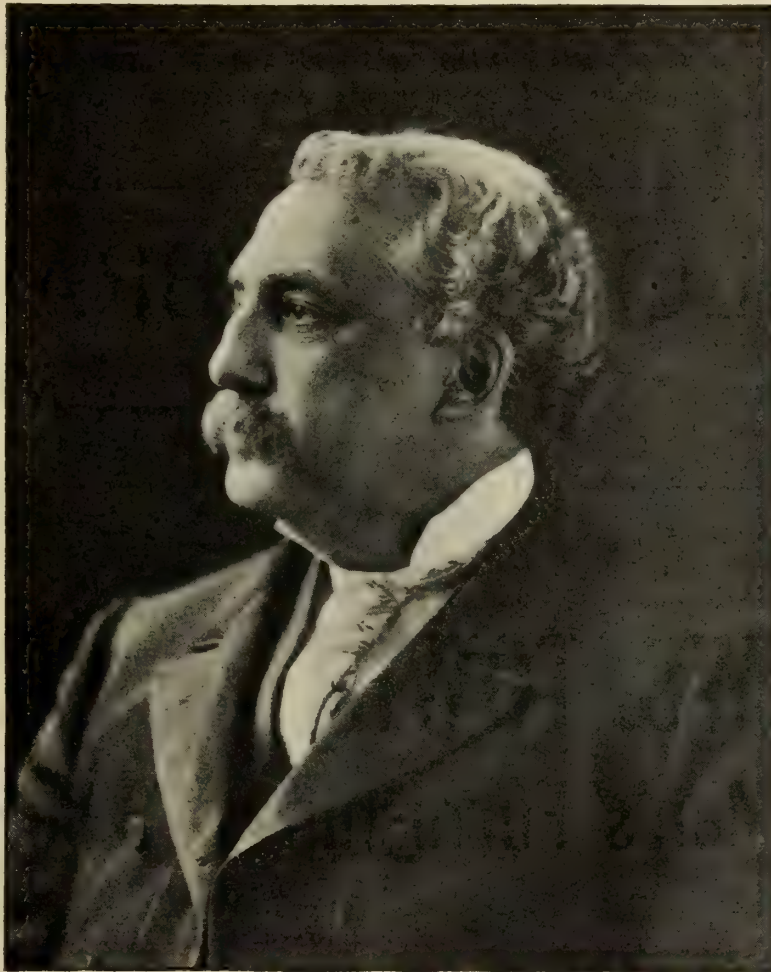
As soon as the mill catches up with its back orders, it is their intention to put a varied number of new lines into the market, finer and better than heretofore made, and which are now exclusively imported. They will also engage in the manufacture of quilts, damasks, and goods of that nature. The Turkey red department is in full blast, and it is proposed to put in a plant for the dyeing of absolutely fast aniline black.

There are many who hope that the Government will not interfere with the moderate protection which the goods made by this Company have, they never having had anything like the amount of percentage given to the other branches of the cotton business, having always been on an ad valorem basis with no specific duties attached. Nor is it likely that the Government will make any change, except, perhaps, that the duties may all be made uniform. Silesias, satines, cambrics, etc., have now 32½ per cent. protection, while uncolored cotton fabrics, such as scrims, muslins, etc., have 25 per cent. A simplification of the schedules may necessitate a uniform duty.

The new bleachery and dye works are completed, and occupy a floor space of about 125,000 square feet. The lay-out of the

machinery, etc., has been planned on the newest ideas, and has been seen and approved of by some of the leading experts in the business. The medal and diploma for excellence of manufacture was awarded this company at the World's Fair last year.

The 1894 annual meeting took place on the 13th inst. The profits for the year were \$174,628.28. A dividend of 8 per cent. amounting to \$84,000, was paid the shareholders, \$15,000 was taken off the building account, \$25,000 put aside for wear and tear of machinery, and \$19,000 taken off for new flumes, making a total of \$59,000. The only liability of the company is \$300,000, 7 per cent. bonds, for payment of which \$200,000 new stock has been issued. This will increase the capital to \$1,400,000.



A. F. Gault,

PRESIDENT MONTREAL COTTON CO.

To Buyers
of .

Men's Furnishings

OUR SPECIAL SPRING GOODS are now on hand.

They surpass any that we have ever before been able to offer, and we think we have good cause to be proud of our selection.

WE KNOW that we are offering better inducements, both as to selection and price, than ever before in **Men's Underwear, Scarves** of all styles, **Scotch and English Rubber Garments, Umbrellas**, etc.

WE KNOW that we can sell you the right goods at the right price, and **feel sure** that an enquiry (which will be promptly and cheerfully answered) will result in mutual profit.

GLOVER & BRAIS

Men's Furnishings

— Montreal.

S. C. MATTHEWS.

W. C. TOWERS.

MATTHEWS, TOWERS & CO.

Men's Furnishings, Wholesale

7 Victoria Square, Montreal.

ALL THE NEWEST THINGS FOR

⊗ **SPRING TRADE, 1894.** ⊗

HEADQUARTERS FOR —

Fine Neckwear
High-Class Hosiery and Underwear
Rubber Coats
Umbrellas
Shirts and Collars

Fine Hand-Sewn Braces a Specialty
Silk Handkerchiefs
Linen Handkerchiefs
Outing Goods, etc., etc.

. Letter Orders receive Prompt
and Careful Attention.

MR. L. A. BRAIS.

MR. L. A. BRAIS, of Messrs. Glover & Brais, has made a special study of the important branch of the dry goods trade known as men's furnishings. After serving his first years in the retail trade with the best house of the time, he afterwards covered all the different provinces of Canada as a salesman for the then leading wholesale importers. In 1877 he laid the foundations for the present firm of Glover & Brais, which has since developed into a prominent position in the gents' furnishing trade. This position is largely due to Mr. Brais, whose energy and wide experience in the particular branch of business has been a valuable aid to the firm. The buying at present is done by men specially trained in the house, but Mr. Brais still oversees the purchasing in the hosiery department, and visits Europe several times a year on this account. This spring the firm's range of scarfs, hosiery, and gents' furnishings generally, is an exceptionally large and fine one, as their advertisement in another part of this paper will show.

The men's furnishing trade is a peculiar one to handle, because fashions change from season to season very quickly and decidedly. Moreover, different parts of the country require different classes and styles of goods. What leads in the various cities will not be taken in the rural districts. What takes in Halifax might not be touched in Victoria. What is the fashion in New York may not be the fashion in Montreal or Toronto. It is this peculiarity of the trade which prevents any but thoroughly competent men making a success of the furnishing trade. A wholesale house which sells in every part of the country must be guided by a man who is thoroughly master of his business. Such a man is L. A. Brais.

AN OLD, WELL-KNOWN FIRM.

MONTREAL, the dry goods centre of Canada, boasts of many prosperous institutions, foremost amongst whom rank the firm of J. G. Mackenzie & Co., the present members of which are Mr. Hector Mackenzie and Mr. J. P. Cleghorn. Established in 1829 by the late Mr. J. G. Mackenzie, it has always held a very prominent position in this line of business. Montreal owes much of her present position to the foresight of her pioneer merchants who have worked to her interests, and of whom none deserve greater credit than J. G.

Mackenzie & Co. This business was, prior to 1829, conducted by Horatio Gates, who was one of the original promoters of the Bank of Montreal. Their premises, well located on St. Paul street, are solidly built of Montreal limestone, comprising five flats of 100 x 50 feet, and furnish employment to upwards of 50 employees. The advantage is possessed of a branch house in London, England, enabling them to secure at all times the latest and best afforded by the European markets, at rates advantageous in every way.

The present partnership was formed in 1881, on the death of Mr. J. G. Mackenzie. Both Mr. Hector Mackenzie and Mr. J. P. Cleghorn rank high in the personal esteem of the community, and are directors in many prominent companies. Mr. Mackenzie is a director of the Merchants' Bank, the Richelieu & Ontario Navigation Co., and the Montreal Telegraph Co. He is also president of the Philharmonic Society. Mr. Cleghorn, the managing partner, is a director of the Sun Life Insurance Co., the Intercolonial Coal Co., and the Merchants' Manufacturing Co., and has filled the highest position in the gift of the merchants of Montreal, being twice elected to the presidency of the Board of Trade.

Mr. Cleghorn is actively interested in the Society for the Prevention of Cruelty to Animals. He has been connected with the firm since 1853. With his experience and administrative ability, he is one of the few men calculated to advance the interests of those whose business dealings bring them into contact with J. G. Mackenzie & Co. Everybody must wish the firm a continuance of their thoroughly deserved success.

Success is the great standard by which men are judged in these almighty-dollar days, but it takes a great deal of brains, tact, perseverance, and ability to obtain that which many men call luck. But these qualities are bound to bring success.

Peter Labbe, a well-known traveler, died in Quebec recently. He traveled recently for Hermann Scheyer, of Montreal.

P. H. Burton, of Caldecott, Burton & Spence, sailed from New York on 3rd inst. on the Cunarder Etruria for England. This is Mr. Burton's 100th trip across the Atlantic. He went by an American steamer, but it would delight him to know that he could get equal accommodation on a Canadian or British vessel.

**L. A. Brais.**

THE DRY GOODS REVIEW

DO NOT GO ON THE PRINCIPLE THAT BECAUSE
YOU ARE AN OLD HOUSE THAT EVERYBODY
WHEN THEY READ YOUR FIRM NAME KNOWS
ALL ABOUT YOU THERE ARE LOTS OF PEOPLE WHO
NEVER HEARD OF YOU, AND SO DO NOT KNOW
WHAT YOU MAKE, OR WHAT ITS ESPECIAL
POINTS ARE

ADVERTISEMENTS
IN THIS ISSUE
HAVE ATTRACTED
YOUR ATTENTION
WOULD NOT
OTHER PEOPLE
SEE YOURS



DON'T MAKE THE
MISTAKE & PUT
GOOD SEED IN
POOR GROUND THE
FIRST ESSENTIAL
TO SUCCESSFUL
ADVERTISING IS
THE SELECTION OF
THE MEDIUM

THE DOMINION OIL CLOTH CO.

A FLOURISHING AND GROWING INDUSTRY.

FROM SMALL BEGINNING IN 1872—NOW OCCUPIES SEVEN LARGE FACTORIES—GREAT VARIETY OF OILCLOTH GOODS TURNED OUT—MAKE ALL THEIR OWN PAINTS—AND DO AN EXTENSIVE BUSINESS WITH THE TRADE IN THE CELEBRATED D. O. C. BRAND.

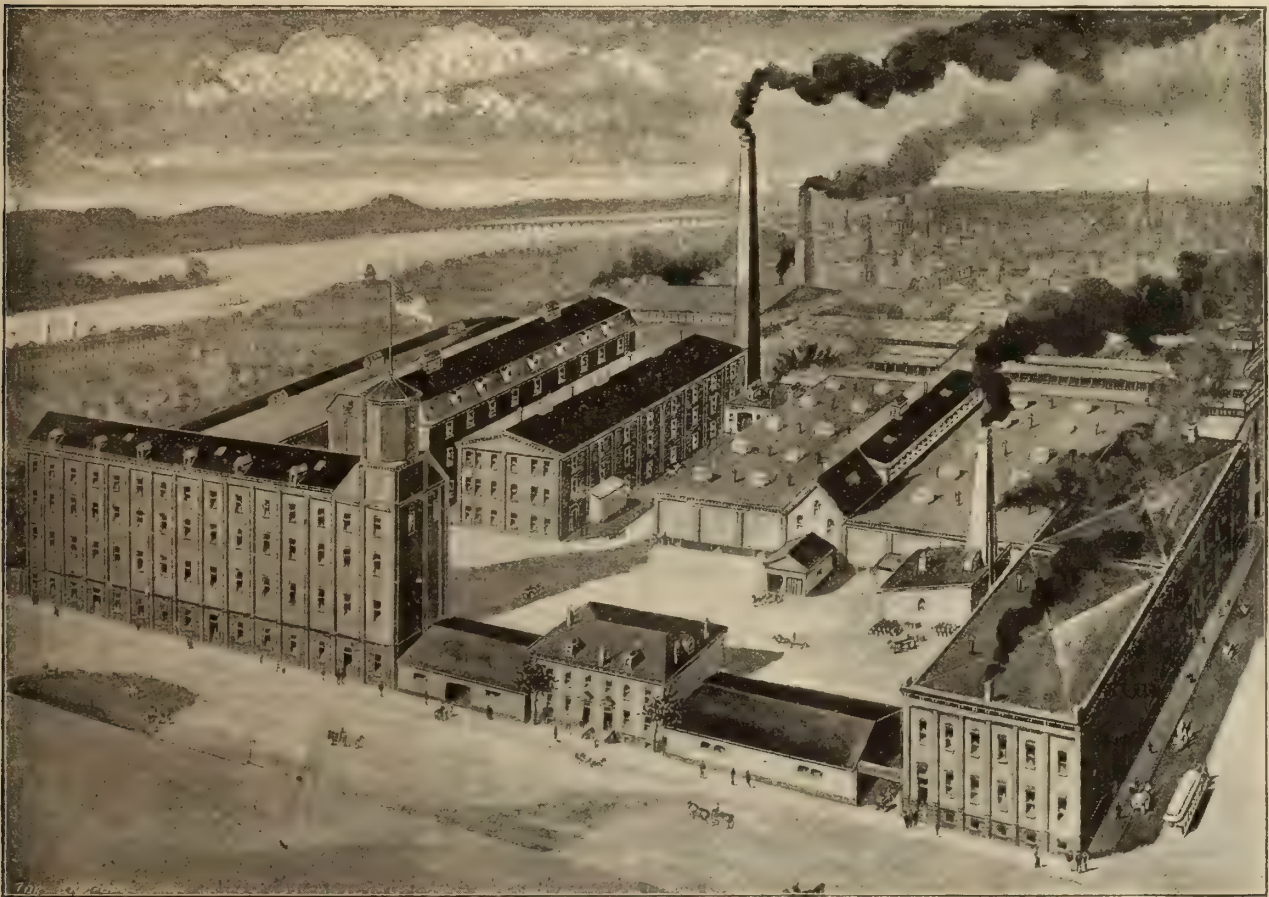


THE extensive works of the Dominion Oil Cloth Company, on St. Catherine and Parthenais streets, Montreal, represent a gradual but steady growth, which has been the result of the excellence of the goods produced and of sound business management. The Com-

pany's wants, as the large quantities of cotton goods, such as Sheetings, Drills, and Ducks, used by them, are now all produced in the cotton mills of this country; they also use large quantities of Varnish, Linseed Oil, Brushes, Dry Colors, etc., which are now made in Canada.

Besides manufacturing Oilcloth, this Company make all their own Paints, immense quantities of which are used in making the various lines of Oilcloth. They also manufacture and supply the jobbing trade with the celebrated D. O. C. brands of pure White Lead, Paints, and Putty, which are known all over the Dominion.

The paid-up capital of the Company is \$200,000, a sum that has enabled them to procure the most improved machinery and facilities for producing sufficient goods in their lines to supply the wants of the entire Dominion, from the Atlantic to the Pacific, and away below prices of ten or fifteen years ago. This



pany was formed in the year 1872, in a very small way as compared to the large premises they now occupy, which comprises seven large factories, together with a very extensive warehouse, oil boiling houses, engine and boiler house, and several storehouses.

The works of the Company turn out a great variety of goods to suit all classes of customers. In the Floor Oilcloth Department are to be found an enormous selection of patterns, which are made in all the various widths, from a strip of 18 inches wide for stairs to sheets of 12 feet for large rooms, etc. In the light goods section every description of Table, Shelf, Stair, and Enamelled Carriage Oilcloths are made, all of which are acknowledged to be second to none made on the continent.

About one hundred and twenty skilled workmen find constant work in this factory, while many others are employed in the various industries which are in part supported by the Com-

pany's wants, as the large quantities of cotton goods, such as Sheetings, Drills, and Ducks, used by them, are now all produced in the cotton mills of this country; they also use large quantities of Varnish, Linseed Oil, Brushes, Dry Colors, etc., which are now made in Canada.

large invested capital also shows that they are in a position to keep abreast of all improvements in the Oilcloth business. The Company have just built and started work in a new factory which is not shown in the cut. This building is on the east side of Parthenais street, three storeys high, 133 ft. long by 66 ft. wide, and will be devoted to the manufacture of floor oilcloths. This addition has to be made owing to new machinery and improvements made in the original plant.

The officers of the Company are :

President—Mr. Andrew Allan.

Vice-President—Mr. J. O. Gravel.

Treasurer—Mr. J. J. McGill.

Managing Director and Secretary—Mr. John Baillie.

Mr. A. T. Johnston, No. 1 Front street, Toronto, is the representative of this Company in Ontario and the Northwest, and has been so for the past fourteen years.

MOULTON & CO. Montreal Fringe
and Tassel Works
10 St. Peter Street, MONTREAL
Manufacturers of
Cords, Tassels, Furriers'
Ornaments, Upholsterers' Trimmings.
Barrel Buttons, etc. Undertakers'
Agent for Ontario: BEN ALLEN, 32 Colborne St., TORONTO.

MILLER BROS. & CO. MONTREAL

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

J. Frank Riepert
162 ST. JAMES STREET
MONTREAL

DIRECT
IMPORTER

ORIENTAL

BRANCHES:

YOKOHAMA
SHANGHAI
LYONS

SILKS
And Silk Handkerchiefs

ALLOA
KNITTING
Have long been CELEBRATED for
their EXCELLENCE OF QUALITY
and GREAT DURABILITY . . .

Paton's
Make

• **WOOLS**

An immense variety of Rich Colorings in Wheeling,
Fingering, Vest, and Petticoat Wools to select from.

Merchants having any difficulty in procuring them will please communicate with

JOHN F. RAPHAEL or to JOHN PATON, SON & CO.
190 St. James St., Montreal • Alloa, Scotland; and 51 Mil-
Agent for Canada. ton St., London, E.C.

Only makers of the ORIGINAL ALLOA YARNS.

THE DOMINION COTTON MILLS COMPANY.

MAGOG PRINTS.

A Full Range of PURE INDIGO PRINTS is now
being shown to the trade. Ask Wholesale Houses
for Samples.

All Goods Guaranteed and stamped "WARRANTED
PURE INDIGO."

D. MORRICE, SONS & CO., Montreal and Toronto
Selling Agents.

**WOOLENS AND
TAILORS' TRIMMINGS**

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.

Gold Medalist Dyers

All kinds of Dry Goods in the piece

RE-DYED, FINISHED and PUT UP

Millinery Goods
Ostrich Feathers

Superior Garment Dyeing and French Cleaning
Cleaning in all its branches.

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address
Box 258, Montreal
or 90 King St. East, Toronto.

PERRIN'S
PERRIN'S
PERRIN'S
PERRIN FRERES et CIE.
GLOVES
ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.
7 Victoria Square, Corner St. James St.,
MONTREAL.

GREENE & SONS.

THE business known under the title Greene & Sons was started in 1835 by Mr. T. J. Greene, and is the oldest wholesale hat and fur house in the Dominion. Present members of the firm are Messrs. E. K. Greene, G. A. Greene, E. K. Greene, Jr., John Edgar and Robt. Law. In 1878 a men's furnishing department was added, and this branch has grown to such proportions that a large staff of clerks and travelers is constantly employed, and the firm's goods are known and distributed from Halifax to Vancouver. There are from 150 to 200 hands employed in the manufacture of fur goods and wool hats, and the present premises on St. Paul street have been in use for over half a century. The firm have succeeded in establishing an enviable reputation.

THE VOLUME OF TRADE.

SELLING more and buying less is the motto of the careful merchant. Canada, as a whole, seems to be doing the same thing. The figures of Canadian trade for the seven months ending January 31st show that the exports are in excess of the corresponding period last year to the amount of \$2,930,101, the total value of the exports being \$82,161,983. In the month of January there was a falling off to the amount of \$300,000. The imports for the seven months are about normal, being valued at \$69,467,616, although during January they fell off slightly. The revenue to date from customs amounts to \$11,889,253, as compared with \$12,297,760. The amount of free goods imported last month was \$3,161,161, and the total importations to \$8,573,554.

"Perfect" Hose . . . Supporter

The newest and best on the market. You will find it ahead of all other patents, and that it will sell better.

To our already full line of Braces, we have added a metal **GRIP BACK**, and we still carry the "Reliable" and other specialties.

Wait for our representative, or write us direct. We can save you money on these lines.

C. N. VROOM, St. Stephen, New Brunswick



¼ size fac-simile of package.

BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.

When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.

84 ADAMS ST., CHICAGO

F. W. HUDSON & CO., Sole Agents, TORONTO.

T. B.

They have

No Secret

To Conceal

Examine them

Ask for them

Wear them

A BIG DIFFERENCE

In politics the great, the indispensable, the clever thing is to conceal all you can.

The chief glory of **TOOKE BROS.' SHIRTS, COLLARS and CUFFS** is that they court investigation of material, make, fit, and finish.

For sale by the leading Wholesale Houses throughout the Dominion



FIRST 1894 SPRING OPENING

MONDAY,
FEB. 26th, and following days.

The Trade
Invited . .



THOSE engaged in the Millinery business always possess a jubilant feeling at the commencement of the spring trade. Notwithstanding a general depression we have centered all our energies upon the collection of a larger and better stock than has been held here at any former time. Warehouse accommodation has been enhanced by the addition of another selling floor. This will add to the comfort and convenience of patrons who attend in ever increasing numbers.

Patterns. As usual our display of French Trimmed Hats and Bonnets will be a great centre of attraction. None but those imported direct from the leading Parisian Modistes being shown.

Flowers. Long before nature had called into existence earth's floral decorations, the counterparts had been manufactured for us, so that in the flower department will be found a magnificent display of staple lines and latest novelties. **Ribbons, Velvets, Silks, Laces, Ornaments, Ostrich, and Jet Goods** and all Millinery requisites will be shown in abundance, prices in every case being the lowest consistent with quality and style.

Untrimmed Goods. On first floor our hat buyer has produced an aggregation of the finest novelties possible to procure. Nothing for which a possible want may exist has been left out of the collection.

Progress. No effort has been, or will be spared to increase the confidence already existing between us and our customers, and to merit a share of patronage from some who may not already have opened an account here. Trusting to have the pleasure of an early visit.

We are, yours faithfully,

John D. Ivey & Co.

53 YONGE ST. - TORONTO

CARPETS AND CURTAINS.

RIGHT certain it is that domestic carpet manufacturing is being brought to a high degree of development by the energetic men connected therewith. Those who delight to see advancement in all lines of Canadian manufacture, must be pleased to note the progress made in this branch. There is a great future before these manufacturers if they continue their enterprising methods.

The retail trade appears to have prospered during the past season. They bought so carefully last fall that they have carried very little stock over, and the same policy has been pursued with regard to spring goods. The competition among jobbers and manufacturers has been so keen that prices are very low.

JOHN MACDONALD & CO.

John Macdonald & Co. report a lively spring trade, and yet have so renewed their stock in popular priced lines of linoleums and oilcloths, that they are prepared to show for the sorting trade a great many patterns in carpets, oilcloths and linoleums not shown in the earlier part of the season. Mr. Dewar is in Europe at present picking up specialties for the sorting trade. Their curtain department is well stocked, and some special drives are being offered.

TORONTO CARPET MFG. CO.

The Maple Leaf brand of carpets is selling well, orders still being received for March delivery. By next month all goods will have been made for spring orders, and all shipped out. Fall samples are being prepared, and promise to be more taking than last season. The Toronto Carpet Mfg. Co. have now six looms on their Imperatrix Axminster, and will soon have their facilities for this line of carpets complete. This carpet, of which a considerable quantity has been sold, is designed to take the place of Wiltons. It is fully as enduring, is nearly equal in appearance, and is about one-half the price. Their dye-house has been extended, and six new vats placed for the requirements of their increased trade. Mr. Murray has spent plenty of time, energy and money in building up his two great brands, and their success is his reward.

INCORPORATION GRANTED.

Under the Ontario Joint Stock Companies' Letters Patent Act, letters patent have been issued bearing date the 18th day of January, 1894, incorporating Alvin Robert Burrows and Robert Dodds, manufacturers; Lizzie Beattie Burrows and Elizabeth Dodds, married women, and Christopher Kloefer, merchant, all of the city of Guelph, for the purposes following, that is to say: To carry on business as manufacturers of curtains, covers, fringes, rugs, and upholstery goods, and as weavers of various kinds of cloth, by the name of "The Curtain and Upholstery Manufacturing Company of Guelph (Limited)," with a total capital stock of twenty thousand dollars, divided into four hundred shares of fifty dollars each.

JAMES H. ETHERINGTON.

On page four of this issue will be found the advertisement of James H. Etherington, carpet manufacturer, of St. Catharines. This gentleman makes unions in six grades, art squares in unions and wools, and various grades of wools. His carpets are becoming well known on account of their superior merit and moderate prices.

AMONG THE MILLINERY HOUSES.

J. D. IVEY & CO.

Jno. D. Ivey & Co. will show a large range of imported French pattern hats and bonnets on the 26th. Their patterns should be exceptionally good when it is considered that every one of them is the production of some Parisian modiste. The spring trade is undoubtedly the great harvest for the millinery business; recognizing this, they have put a great amount of energy into the collecting of a suitable stock for this season, with a view of doubling their trade if possible. Ostrich goods will be found in full stock with this house, and buyers cannot go astray on their purchases of these goods. Flowers and laces will be seen in abundance in their samples. Among their laces are the new duchesse lace, Italienne, Lyonnaise, macrame, mauvesque, new Venice, and the other more common makes. They have also a most extensive range of veilings. They have extended their selling space by adding another floor, and visitors will notice the improvement. It will much facilitate the showing of samples.

S. F. MCKINNON & CO.

S. F. McKinnon & Co.'s stock for millinery openings will be in several respects the best in Canada in point of volume. Their stock of plain ribbons is a magnificent one. Their jacket and mantle department on the fourth floor is well filled with the newest designs. Their laces and veilings include the latest novelties from foreign markets. They are showing every desirable shade in silk velvet in a variety of makes. Their stock of French novelties is well selected, extensive in range, and voluminous in quantity. Their display of sample hats will be as large as usual, and will include many newer designs than those illustrated in this issue. Black and white combinations are now being made, also some pretty things in shaped straws. Large bows predominate, moire and silk crepe de moss being the leading ribbons for this work.

REID, TAYLOR & BAYNE.

Reid, Taylor & Bayne have made an extra effort for this season's trade, and have as usual a full range of all the leading novelties. The illustrations in this issue show that they have some pretty sample hats, the product of the fairy fingers of their milliners. Their stock of shapes, plaques, etc., is very large, and should contain all necessary lines. In laces they have an extensive range, both for hat trimmings and dress trimmings. Insertions are shown in good quality and in excellent values. They make a specialty of mourning goods, and will have an excellent showing this year, including combinations of black and white. Jet laces are shown in greater variety than ever. Flowers, and osprey and jet mounts are in abundance.

W. R. BROCK & CO.

In millinery goods, W. R. Brock & Co. are showing large ranges of parasols in plain and fancy goods, laces in all the newest effects, silk and velvet ribbons, veilings in magpie, jackdaw, and other new makes, nets, mechlins in cream, white and black, besides all the staple lines of millinery trimmings.

JOHN MACDONALD & CO.

John Macdonald & Co. show a full stock of millinery supplies in staple ribbons, silk linings, Brussels net, Mechlins, veilings of all kinds, Irish pointe laces, chinchillas, and novelties. In fact, every class of staple millinery goods will be found in their extensive stock.

Reid, Taylor & Bayne

SPRING

1894

Opening Days

SPRING

1894

February 26th, 27th and 28th

Our **stock** will be all forward by **Monday 19th** current. Early buyers will then have an excellent opportunity of making their selections before the rush of opening week.

No effort has been spared to make this the most attractive of all our openings.

Our **French, English, and American Patterns** eclipse anything we have heretofore shown.

Our assortment of **Millinery Goods** and **Novelties** is most extensive. Everything desirable in the millinery line is to be found with us.

Silk Laces, black and colored, in endless variety of style and pattern, for both **Millinery** and **Dress Trimmings**.

Cotton Laces promise well for the coming season.

Ostrich Flats, Ostrich Tips, Ostrich Mounts, grand value.

Flowers, Flowers, Flowers—
Violets, Roses in Silk or Velvet.

Ribbons, plain and fancy.

Velvets, special value.

We stand unequalled to-day in the trade for **Black Goods,** and **Mourning Requisites.**

THE TRADE ONLY INVITED

REID, TAYLOR & BAYNE

9 & 11 WELLINGTON STREET EAST, TORONTO.
210 to 214 ST. JAMES STREET, MONTREAL.

SPRING MILLINERY.

SPRING Millinery Openings take place in Montreal on February 27th and 28th and March 1st. In Toronto they occur one day earlier, commencing on the 26th. All the millinery jobbers in both cities are making extensive preparations, and will no doubt show visitors enough to bewilder them.

Shapes are indescribable. There is no set shape. The plaques are being twisted into all the forms that female fingers and brains can devise. Leghorns are being sold. Lace effects are quite strong. Tuscan straws are also good. The accompanying illustrations show the prevailing shapes. *THE REVIEW* would impress upon its readers that these hats are not the creations of fancy shown in ordinary fashion magazines, but photographed and drawn especially for the use of this journal from the stock displayed by leading millinery houses. Any one of these hats can be secured by writing the house whose name appears under the cut.

As to colors, browns will be good, the leading shades being Siam, Pygmalion, Sumatra and Melilla. Mais, a deep cream, is a good color. Malmaison, a magenta, and Reine, a deep pink, are two favorites, but are extremes. Yellows are good,

bows. In ties, the same two characteristics hold. No. 22 ribbon is being very much used in the production of bows and ties.

THE ILLUSTRATIONS.

FIGURE 1 is a shirred frame of pale beige net, with lace of the same color falling over the edge. There are iris flowers on



FIGURE 1—REID, TAYLOR & BAYNE.

the brim, two fans of lace and osprey on the crown to match the flowers. A mandarin bow at the back completes this hat. Shown by Reid, Taylor & Bayne.

FIGURE 2 shows a high-crowned, brown, chip hat, faced with sienna velvet, trimmed with a large cascade of lace; and with shaded roses in front, with a double bow of ribbon at back,



FIGURE 2—S. F. MCKINNON & CO.

with a fan of lace and with two mounts falling forward. This is shown by Reid, Taylor & Bayne.

FIGURE 3, Minerva, is a pretty lace hat with cut jet crown, lace falling on brim, which is faced with cream lace. It is



FIGURE 3—REID, TAYLOR & BAYNE.

including Andalouse, Florin and Ebenier. These colors apply particularly to ribbons. But the leading thing is undoubtedly black—black ribbons, black laces, black flowers, etc. In laces, the colors are: Butter, beige, black, cream, and two-tones.

Spangled laces and nets are going to run very strong, especially in black, but lace trimmings of all kinds are excellent favorites.

But before laces come flowers and plumes. It is a flower season essentially, but plumes are going to be much used. Aigrette styles in flowers are good, as are black silk flowers and black combinations. Large buckles and slides are also good.

In ribbons, the leader at the opening will be moires, but all are not agreed that they will hold. Shot moires, two-tones, and satin combinations are good. Fancies have sold very well. Plains are in good demand in browns, yellows, deep pinks, and blacks.

Bows and ties are most striking. Bows of narrow biased velvet and bows of wide ribbon are the two leading things in

S. F. McKinnon & Co.

The Inventor, The Scientist, The Artist,

Are all keeping pace with the present progressive age. So too are S. F. McKinnon & Co. as our display on the 26th, 27th, and 28th of this month will show. This is the event which opens the season, so to speak, and we feel that our offering is one worthy of inspection.

We would draw attention to a few of our specialties which every buyer should make a note of and refer to their memo. when they reach the business centre at **16 and 18 Wellington Street West.**

Special Lines Plain and Fancy Dress Silks,
Plain and Fancy Ribbons from
number 1 $\frac{1}{2}$ to 60 in every shade likely to be asked for. We guarantee that we are showing the largest and best assorted stock of Laces and Veilings of any house in the Dominion, which are unsurpassed in value. Our hat department and millinery novelty stock represent the newest French, English, and American ideas.

We cordially invite the trade to pass judgment on our importations, feeling confident that they are more deserving of your patronage than ever.

Thanking you for past favors.

We are, faithfully yours,

S. F. McKINNON & Co.

16 and 18 Wellington St. West, Toronto

trimmed with fine flowers. A Minerva bow of narrow moire, fastened by a jet ring, and accompanied by an osprey mount, ornaments the crown and gives height to the hat. This is one of S. F. McKinnon & Co.'s styles.



FIGURE 4—S. F. MCKINNON & CO.

FIGURE 4 is a large leghorn flap, with chou of brown velvet under the brim. Tuscan lace falls over the front, and also at the front is a large bow of cream ribbon with mount of same



FIGURE 5—S. F. MCKINNON & CO.

color, and with rhinestone pins. Cream plumes and ties finish the display. This is another of Reid, Taylor & Bayne's display.

FIGURE 5, West End, is a chip hat faced with narrow lace ruffles, and having an under trimming of violets. It also possesses a Gridiron bow made of biased velvet, with tips and osprey mount. Another of S. F. McKinnon & Co.'s specials.

FIGURE 6, The Daisy, is a small jet lace hat. Its striking feature is its black lace, Alsatian bow, surrounded by violets and wheat ornaments. It has also narrow velvet ties.



FIGURE 6—S. F. MCKINNON & CO.

A SPECIAL ART.

THE work of re-dyeing piece goods, garments, feathers, etc., has become of late years a recognized specialty in connection with the dry goods trade. Formerly the work done by the job dyer was merely local and his appliances were of a crude order. Those days are now past, and in a first-class establishment, such as the British American Dyeing Company, of Verdun, near Montreal, there is not only costly machinery, but skilled dyers and heads of departments who are really scientific men. Many of our readers will remember that Mr. Allen, jr., after a study at technical schools in England, graduated with honors at the Yorkshire College, whose specialty is textile dyeing, and obtained a medal in chemical dyeing at the city and guilds of London Institution.

The machinery is extensive and complicated, covering latest improvements, and in some cases used only by this company in Canada. Altogether the present position of the British American Dyeing Company is a remarkable evidence of the advance attainable by scientific skill in this branch of trade.

Caldecott, Burton & Spence

. . . TORONTO . . .

LOOKING TO THE SPRING TRADE

We are opening up **ULTRA NOVELTIES** in the

Dress Department. Granite Weaves, Crepe Effects, Satin Cloths, Matt Effects, Silk and Wool Effects, and in plain goods Serges, Henriettas, Cashmeres, in all the new colorings.

The Silk Department is showing a fine collection of Swiss, French, and Japanese Goods in a great variety of designs.

The Embroidery, Lace, and Muslin Department is filled with a choice collection of goods, for which this season there will be an active demand.

The Hosiery, Glove, and Underwear Department contains every article needed for Men, Women, or Children in every size and in every price, suitable to Canadian wants.

The necessity of Novelties leads us to keep the stock always up to date.

WHEN IN TORONTO COME TO SEE US—you will be welcome.

Caldecott, Burton & Spence

W. R. BROCK & CO.

HAVE special values and large assortments in the following lines of goods just opened and will be pleased to show them in the warehouse, or by travellers' samples, or by cuttings mailed to any part of Canada on application :

Silks and Satins

Plain and Fancy Dress Goods

Wool Delaines

Prints

Cretonnes

Art Muslins and

Draperies

Laces

Veilings

Ribbons

Parasols

Embroideries

Tuckings

Swiss Muslins

Towels

Towelings

Table Linens

Fancy Linens

Canadian Woollens

Imported Woollens

Tailors' Trimmings

Ask our Travellers to show you their samples of

No. T. S. A. BLEACHED COTTONS

No. 400 GREY COTTONS

AMERICAN COTTON WORSTEDS

We beg to make special mention of our Letter Order Department, a marked feature of our business. All orders by this channel are given the greatest care and despatch.

W. R. BROCK & CO. Cor. Bay and Wellington Streets **Toronto.**

BUSINESS CHANGES AND FIRES.

FIRES during the month : Jackson Bros., hatters, furriers and clothiers, Clinton, Ont.; loss, \$3,000; insured. J. H. Blumenthal & Son, clothiers, Montreal; loss, \$2,000. Ross Bros., dry goods, Whitby, Ont.; loss, several thousand dollars. E. F. Cooke & Co., merchant tailors, Orillia, Ont.; insurance, \$1,500. Webber Bros., dry goods, Yarmouth, N.S.; stock insured for \$800. Timmins Bros., general store, Mattawa, Ont.; loss, \$17,000; insurance, \$7,500. Simmons & Co., hats and furs, Barrie, Ont.; loss, \$1,000; insured. L. R. Short, furnishings, Tilsonburg. V. Brosseau & Co., Bedford, Que. E. Richardson & Co., Montreal. Wm. Thomas & Co., Montreal.

Sales : J. A. Houde's, St. Brigitte des Saults, at 50c.; James Scott's, Wallaceburg, to G. A. Graves, at 60c.; R. J. McLaughlin's, Wallaceburg, to Henry Macklin, at 47c.; E. L. Cleland's, Alvinston, to A. S. Hood, St. Thomas, at 40½c.; J. L. Armson & Co.'s, Woodstock, to G. F. Spackman, Toronto, at 72c.; Peddie & Ernst's, Berlin, to Mr. Ernst, at 58c.; Wright & Co.'s, Toronto, to M. Martin, at 9½c.; A. Proulx & Co.'s, Valleyfield, at 57½c.; Greene & Co.'s, London, to W. J. Anderson, London, at 67c.; Robt. McGowan's, Kirkton, to Mr. Gillalan, Lucan, at 66½c.; J. H. Wigle's, Ruthven, to M. E. Wigle, at 65½c.; Geo. Labelle's Montreal, at 67½c.; C. W. Hamilton's, Port Arthur, to Matthews & Fraser, at 70c.; W. J. Somerville's, Toronto, to Devaney Bros., at 60c.; McInnes & Irwin's, Strathclair, Man., at 54½c., book debts at 12½c.; E. B. Cooke & Co.'s, Montreal, at 65½ cents; A. L. Deseve's, Magog, Que., at 70 cents; E. Lepage's, Montreal, at 35½ cents; Hubert & Comptois's, Montreal, at 65 cents; M. Lightstone & Co.'s, Montreal, at 21 cents; Jos. Tremblay's, Ste. Cunegonde, at 45 cents; Arsene Crepeau's, Walton, Que., at 50½ cents; E. Nantel & Co.'s, St. Jerome, Que., at 51½ cents; Snider & Miller's, Portage la Prairie, at 62½ cents, book debts at 32 cents.

ONTARIO.

Assignments : R. J. McLaughlin and James Scott, Wallaceburg; Durns & Co., Acton; James Melross, Galt; J. M. Dufton, woolen mfr., London; Hugh Gillespie, Alvinston, assets \$12,000, liabilities 9,000; Byrnell Bros., Queen west, Toronto, assets \$15,000, liabilities \$11,000; Jno. Greig, Winfield; T. D. Plumtree, Toronto; J. W. Doelle & Co., Chatham, liabilities, \$30,000; C. A. Gillespie & Co., London and Brantford; Hault Mfg. Co. Ingersoll, liabilities, \$70,000; William Kilner, successor to East & Co., trunks and umbrellas, Toronto, liabilities \$12,000; J. C. Vivian & Co., Port William; Green & Co., London and Petrolea; Henry Dunn, tailor, Smith's Falls; A. Rolfe, London; Wm. Tocher, Hamilton; W. H. Wilson & Co., Ottawa; F. R. Webb, Petrolea; McNaughton & Co., clothing, Kingston; Miss A. McGivern, Picton.

Jackson Bros., clothiers, Clinton, have sold out their Seaforth branch to James Jackson and Jock Gregg, both young fellows with plenty of push.

Dissolutions : G. & E. Maguire, Tilsonburg, George continuing; Percival & Craig, Smith's Falls; Roney & Vanluven, clothing, Kingston, March 1st; Straith & Macdonald, Windsor.

J. J. Thompson, furnishings, Sarnia, has been succeeded by Currie & Thompson.

Deaths : James Johnston, of Johnston & Larmour, tailors, Toronto, Ont.; W. W. Playter, Newmarket.

Sales Pending : A. J. Little & Co., Guelph, 21st; McNaughton & Co., clothing, tender; W. J. Doelle, Chatham, 22nd; H.

M. Melross, Galt, 21st; Byrnell Bros., Toronto, 21st; A. P. Hunter, tailor, Hillsburgh; Wm. Heinhold, hats and caps, Galt.

Compromises : Tolton & Co., Stratford, at 50 cents; Pearce & Co., Forest, at 62½ cents; M. & E. Reed, Toronto, at 50 cents.

QUEBEC.

Assignments : Doron Schwersenski, hatter and furrier, Montreal, liabilities, \$14,000; Hermann S. Scheyer, fur manufacturer and proprietor B. A. Waterproof Co., liabilities, \$76,363.65, of which \$30,000 is to the Banque Nationale; J. H. Galarneau & Co., hats and furnishings, Montreal, liabilities \$7,000; E. B. Cooke & Co., Montreal, liabilities \$19,259, of which \$14,502 is to Perrin, Frere & Co.; Hubert & Comptois, hats and furs, Montreal; Edmond Lepage, Montreal, liabilities \$30,000, of which \$20,691 is to D. McCall & Co.; Letellier & Genereux, Quebec, assets \$12,400, and liabilities \$15,446; G. W. Clarke, Montreal; J. H. Galarneau & Co., Montreal; H. Shapiro, Montreal; A. & O. Proulx, Valleyfield; S. M. Beaudoin, Montreal.

Dissolutions : Gareau & Marchand, Montreal; Lauthier & Archambault, Montreal; Poirier & Michaud, Lachine; Robt. Seath & Sons, Montreal; Montreal Fur Dressing Works; Bourdon & Charbonneau, Montreal; Norris & Co., Montreal; Dussault & Moveney, Montreal; Cohen & Cross, Montreal; Martin & Delude, Montreal.

A. Lalonde & Co., Montreal, have compromised at 40c.; H. E. Thompson, Brownsburgh, is offering 60c.; J. A. Sauvageau, Three Rivers, compromised at 85c.; Cote & Frere, St. Johns, offering 55c. cash; Benj. Campeau, St. Clet, compromised at 40c.; T. E. Blais, Sherbrooke, offering 60c.; J. C. St. Aubin & Co., Sherbrooke, at 60c.; Ephrem Desilets, Grand Piles, at 85c.; Hubert & Comptois, at 25c.

MARITIME PROVINCES.

J. W. Fraser, dry goods, Acadia Mines, N.S., closing out; W. R. Moffat, Aspy Bay, N.S., assigned; James Mitchell, Merigourishe, N.S., is dead; Jas. F. Burns & Co., Kingston, N. S., assigned; H. S. Dodge, Kentville, has assigned; Thos. Youngclaus, St. John, N.B., suspended; fire played havoc with three general stores at Terrence Bay, the sufferers being John Caffero, Archibald Jolimore and Robert Yeadon; J. Philp, Halifax, has been burned out; McGregor & Co., Westville, N.S., have assigned; Patrick Cullinen, St. Stephen, N.B., is dead; Chas. A. Holden, Shelburne, N.B., has sold out; Wm. Walsh, Pettitcodiac, N.B., is dead.

James Alexander & Co., general merchants, of Campbelton, N.B., have made an assignment. The liabilities are \$27,000, and the assets, stock about \$7,000, and the book debts \$6,000.

MANITOBA AND BRITISH COLUMBIA.

Illingsworth & Sons, Vancouver, have sold to J. Izen; J. A. Caldwell, Nanaimo, has ceased to sell furnishings, and W. H. S. Perkins, in dry goods; Spaulding & Vandewater's store at Vancouver, is closed; Cole, Campbell & Freeman, New Westminster, have assigned, as have Ogle, Campbell and Freeman; E. Garner, tailor, Nanaimo, is dead; Esau & Loewan, Gretna and Winkler, N.W.T., have dissolved; T. C. Power & Bro., Calgary, sold out to D. W. Marsh; Wm. Beveridge, Nanaimo, is giving up his furnishing business; Cope & Young, Vancouver, have bought the carpet business of F. W. Hart; Snider & Miller, Portage la Prairie, have assigned, and stock has been sold at 62½ cents, book debts at 32 cents.

FOR THE RETAIL TRADE.

"Patent Roll" Cotton Batting

None genuine but the following registered brands :

NORTH STAR. CRESCENT. PEARL.

Every Retail Dry Goods Dealer should carry, expose and press the sale of this article, especially designed for the following house uses :

Bed Comforts, Mattress Covers for warmth and softness, Upper Lining for Mattresses, Baby Quilts, Chair and Baby Carriage Cushions, Stair Pads, Ironing Pads, Tea Cosies, Furniture and Undertakers' Linings, Packing for Fragile Ware, Dressmakers' Purposes, etc., etc.

These Goods are neatly baled or cased in 4, 6, 8, 12 or 16 oz. rolls, and may be obtained of all Wholesale Dry Goods Houses.

**"BALED" Goods same quality,
but less price.**

LADIES' CLOAKS and CAPES

FOR . . .

**Spring and
Summer**

.. 1894 ..

WE take pleasure in announcing that our range of **New Spring Cloaks** is complete, samples of which are now in the hands of our special Mantle travelers. Our designer is an artist in his trade. He has just returned from New York with the very latest Spring Novelties, and we feel confident in stating that we are showing the most saleable and stylish line of New Spring Garments that has been submitted to the trade this season, and which we are offering at popular prices. It will be to the advantage of every Mantle buyer to examine our beautiful collection of Americanized garments before placing their orders. We therefore ask that our productions be inspected and measured by the high standard which we have already established. Our line of Cloaks and Capes embraces the very latest New York designs and the workmanship cannot be surpassed. Inspection respectfully solicited.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

ThibaudEAU Bros. & Co.

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

WANTED

By a French
Exporting
House, a

Responsible Agent



Who can take orders for
French Dress Goods
from A No. 1 Canadian
houses. Address "W,"
care **THE DRY GOODS
REVIEW**, Toronto

SPRING CLOAKS.

SPRING cloaks are not handled by every merchant, but there are many handling them now who, a few years ago, wouldn't think of such a thing. The demand is increasing rapidly, despite the shortness of Canada's spring season. The

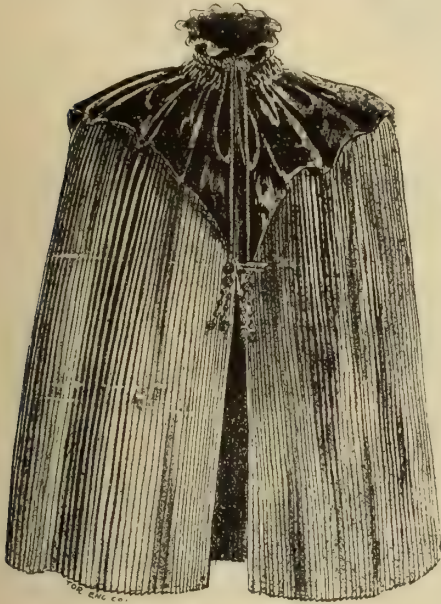


FIG. 1—S. F. McKINNON & Co.

OUR ILLUSTRATIONS.

Fig. 1 represents Cape No. 1211 in S. F. McKinnon & Co.'s collection. It is made of the famous accordeon pleat; has a pretty velvet collar, lined on under side with shot silk. A cord runs around the upper part and ends in a fancy knot and tassel. It is shown in various combinations, and in the latest styles.



FIG. 2—ALEXANDER & ANDERSON

in fawn, brown, black, and navy.

Fig. 4 represents a stylish spring jacket, manufactured by Alexander & Anderson, made of box cloth, with open front,

colors this year will be fawns, tans, black, and blues — a queer assortment, to be sure. Jackets and capes will both find favor; the jackets because a jacket is always useful, and the capes because a cape does not crush the huge puffed dress sleeves of reigning fashion. THE REVIEW is pleased to be able to present its readers with illustrations of those shown by Alexander & Anderson, manufacturers, and S. F. McKinnon & Co., importers.

revers collar, small shoulder cape, and leg-o'-mutton sleeves. This will be a very proper garment for the early spring trade. This is only a sample of this firm's large range, as they show about thirty different styles in box cloths, serges, diagonals, tweeds, etc.

LINENS.

Samson, Kennedy & Co. advertise on page 32 an excellent stock of linens. They are making rapid advances in getting a linen trade, and have provided for this season an extensive range of Irish goods. Their special "Shamrock" and "Enniskillen" brands, their colored tablings, and their rough and loom dice tablings are leaders in this class of goods. Their whole stock is well-assorted for the spring trade. A huge stock of laces in Point D'Irelande, Bourdon, Insertion, Oriental, Chantilly, and real Torchons and other makes. In ribbons they have a full stock of staples, including all lines of body ribbons. A specialty with them are millinery requisites, such as stick-pins, steel and jet ornaments, etc., and their range this year is even ahead of previous efforts. Their neckwear and furnishings department is also in shape to meet the extensive demands for spring and summer novelties. All the newest things are shown, including the latest designs in knots, four-in-hands, regatta shirts, negligé shirts, waterproof garments, umbrellas, and hosiery.

LABELS.

The label or initial on a shirt, coat, or other garment is a small thing, but it helps to make the character of the garment. The German Artistic Weaving Co. makes letters and labels that are absolutely accurate and also perfect in the matter of color and durability.

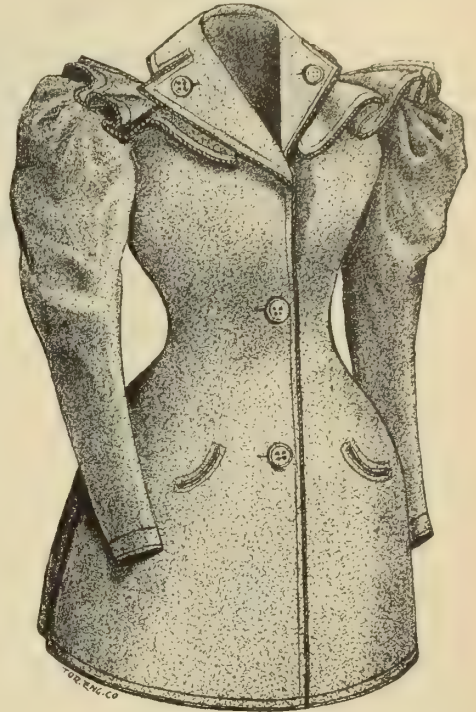


FIG. 3—S. F. McKINNON & Co.



FIG. 4—ALEXANDER & ANDERSON



TRADE

D

MARK

Our Productions
Have Many Imitators
But No Equals . .

It is laughable to see small Manufacturers and Jobbers trying to imitate and compete with us, but we are years ahead of them.

Our New Line now with our
 travelers at \$1.00 to \$6.00 per doz.

. . . ARE THE . . .

BEST VALUE WE Ever MANUFACTURED

They will stand a profit of 50 to 100 per cent. easily, besides giving your customers unbounded satisfaction, for our Braces are famous for style, beauty, and durability.

If you are not one of our customers come to us, we want you, it will be a pleasure and benefit to both.

MONTREAL OFFICE,

162 St. James Street.

Mr. Philip De Gruchy

NEWFOUNDLAND OFFICE,

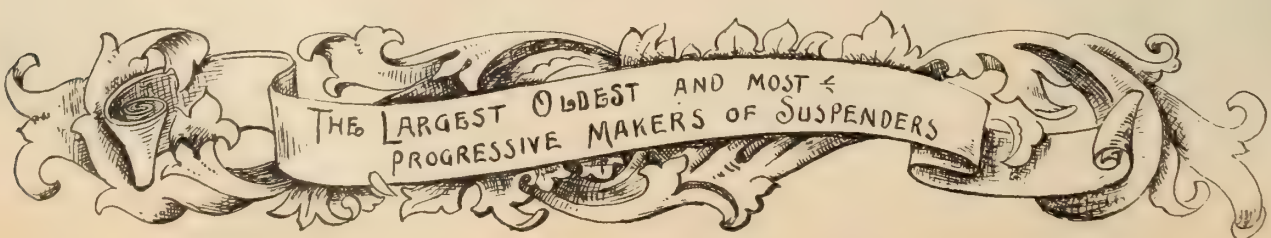
Mr. Walter Clouston

ST. JOHN'S

TORONTO OFFICE,

45 Canada Life Building,

Mr. Ebenezer Stovel



TRADE IN TORONTO.

TRADE is holding its own in nearly every line. The volume of business done is not equal to the volume up to the same date last year, but the decrease is slight. Even with decreased sales wholesalers are going to have a good season. They have bought sparingly in anticipation of a quiet spring. The warning of last June in the United States was not altogether unheeded in Canada. One house reports \$70,000 less stock than at this date last year. This shows that wholesalers have been wise, and in most cases discounted the present quiet period. This is exceedingly satisfactory, as showing that a quiet year is less likely to cause any mercantile crash. Buyers now in Great Britain are buying very sparingly for the spring sorting trade, and even carefully on fall goods.

The large retailers have been enjoying an extra 10 per cent. discount on spool and skein silks since January 1st. This is the discount given to jobbers, but these men are meeting the cut with their best customers.

Coarse domestic woolen goods are weakening. This is a surprise, as holders of wool are confident of an advance as soon as the Wilson Bill passes. Nevertheless, manufacturers of such goods as shirts and drawers have backed down, and are now willing to accept orders at bear prices. Most of the wholesalers are still holding their orders for fall delivery of knit underwear, and accordingly the manufacturers are anxious to secure them. The waiting policy played by the wholesaler has been too much for the mills' agents.

In writing new firms about goods mentioned in this journal, its readers can always do it a favor by mentioning where the notice was seen. THE REVIEW must necessarily depend, to a great extent, on the courtesy of its friends.

Menzie, Turner & Co. are successors to A. R. McKinlay & Co., 24 Bay street, Toronto. They will continue the window shade business, and their travelers will call on the trade as usual. At present they are hustling with spring samples and have some exceedingly natty lines to show the trade.

Alexander & Anderson have passed into stock a large shipment of ladies' silk taffeta, suede, Lisle and gauntlet gloves; also silk and lace mitts, and the best makes of kid gloves in lace and dome fasteners. They show a fine range of ladies' black cashmere hose and fast black cotton hosiery, and ladies' Balbriggan, cashmere, natural wool, gauze and hygiene vests; also men's socks, summer underwear, and top shirts in endless variety.

Messrs. W. R. Brock & Co. have been appointed sole agents for Canada for the celebrated and exceedingly useful skirt bands "Tendimus" and "Quorna." They are specially woven to shape ready for use by peculiar and costly machinery, and are highly appreciated for ladies' wear. These goods have met with a large sale in England and the colonies, and should be in the hands of all first-class dry goods merchants. W. R. B. & Co. will have a full stock in time for the spring trade. The samples will be in the hands of their travelers shortly.

Alexander & Anderson show an immense stock of goods suitable for the early spring trade in their smallware and haberdashery departments, such as dress buttons, dress trimmings, ribbons, parasols; cambric, linen and silk handkerchiefs, collars and cuffs, veilings, and the newest things in frillings, hemstitched and tucked lawns. Special cheap lines in Victoria lawns and Swiss check muslins. In laces they show an immense variety, viz.: Irish point, two-toned and black, also silk guipure, Chantilly, Spanish, Oriental, Valenciennes, American, torchons, tattings, real Maltese, and fancy cotton laces in endless variety. In em-

broideries they show several special job lines to sell at 5, 7½, 10, and 12½c. In curtains they show a large stock of new patterns in Swiss effects, etc., which are much admired and are having a big sale.

W. R. Brock & Co. have this season surpassed any of their previous efforts in the hosiery department. Their "Daisy" and "African" brands of "Louis Hermsdorf" stainless black in men's, women's, and children's goods are well known to the trade. They have been put into the balance by the leading merchants of the Dominion and have not been found wanting. No. W6 to retail at 10c., No. 200 at 12½c., No. D0 at 15c., No. D1 at 20c., are all specials, but, recognizing the fact that 25c. is the most popular retail figure, they offer No. D10, a real Maco yarn, full fashioned, and 40 guage, at a price that cannot leave even the manufacturer much margin for profit. In tan hosiery they have the "letter perfect" shades, as their buyer was favored with samples of the tan leathers used by one of the largest boot and shoe houses in the Dominion before he entered the market to purchase spring hosiery. Creams, white, and fancies, are shown; also polka dots, stripes, etc.

R. H. GRAY & CO.

ATTENTION is called to the advertisement of Messrs. R. H. Gray & Co., in this issue, and the very attractive group picture of the managing men and travelers of this enterprising firm. While so much complaining has been heard among the wholesale houses of dull business during the winter, they have been forced to work their full staff for full time, and (as far as their cutters are concerned) to work at night for the past three months to get ready to fill the orders received for the spring trade. The past year has shown a large increase in their business, in both the women's and men's departments, which they attribute largely to the issue of their handsome illustrated catalogue of ladies' underwear, etc. They have during the past week distributed their new one (No. 8) for 1894. It is a very handsome publication, containing cuts of all sorts and kinds of feminine garments, and making it quite unnecessary for samples to be seen to make a selection for an order; buyers have only to select their numbers showing the style of goods required, and send it in to the firm to receive what they require. Beyond this, however, they have given handsome photograph pictures of their warehouse and work rooms, as also the group picture which appears in this paper, to enable their friends at a distance, who only come in contact with their road representatives, to have some idea of the institution with which they do their business.

A CONSIDERATE OFFER.

CHARLES Bayer & Co., London, England, make a most valuable offer to Canadian retailers, full particulars of which will be found on another page. They are the manufacturers of the celebrated C. B. corsets, and are desirous of introducing their goods into the Canadian market. Their factory is the largest of its kind in the world, has over 1,200 machines running, and gives employment to about 2,000 hands. This shows that the makers have pushed the sale of their goods, and that their goods are worthy of the confidence the public has placed in them. Any retailer desiring to handle corsets direct from an English manufacturer will find this an excellent opportunity. It is not every retailer who can import goods, but there are many strong houses who practise importing with considerable success.



. . THE AVA . .

A flowing end scarf tied in a handsome knot and fastened, it has an elastic attachment at the back, thus, can be taken off and on without tying and untying and can be worn with stand up or turn down collar.

This is made in all qualities of silk and is especially good in washing fabrics, and can be retied in any knot the wearer desires.

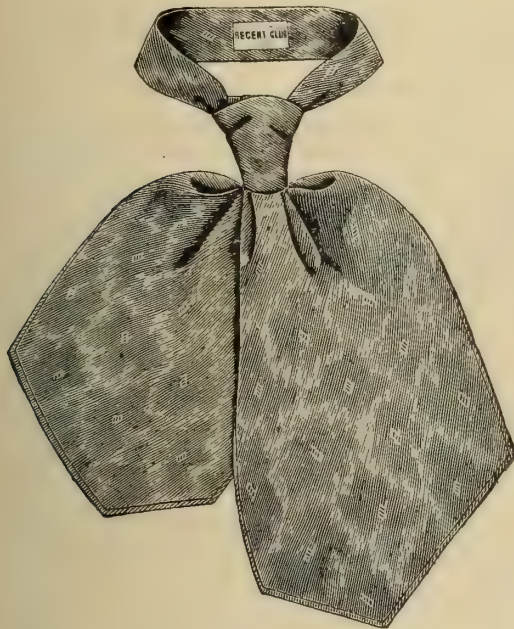
E. & S. CURRIE, 64 BAY STREET, Toronto.

MEN'S FURNISHINGS.

INNOVATION seems to be the order of the season in men's furnishings, especially in headgear and neckwear. The graduated derby is finding much favor, but probably not so much as the small flowing-end knot. Strap bows will also go. In hats the tendency is to wide brims, as the illustrations show. Fedoras will find little favor. Half-hose will run stronger in tans and greys with black spots and figures. But with all these novelties, staple goods will still be in good demand in all classes of goods. Fancy shirts will not be so striking as last season, plainer effects ruling stronger. Light blue and pink are still the favorite colors for summer shirts. White collars only will be worn.

E. & S. CURRIE'S "AVA."

The most pretentious style of tie ever promulgated in Canada is the "Ava," manufactured by E. & S. Currie, Bay street, Toronto. Its great merit is that it combines



Regent Club.

possesses the chief features of the graduated derby and the small flowing-end knot without the disadvantages of either. The "Ava" is manufactured in all styles of plains and fancies in light and dark colors. The leading materials are fine ottomans, satines, fancy grosgrains, brocaded whites, washing fabrics, and cottons. In the latter two materials the tie should be a favorite for spring with those who prefer a tie which can be laundered.

THE REGENT CLUB.

The Regent Club is a very smart tie, shown by a New York firm. The knot is small and tight, as in all styles of spring neckwear. The flowing ends show a very liberal allowance of the material.

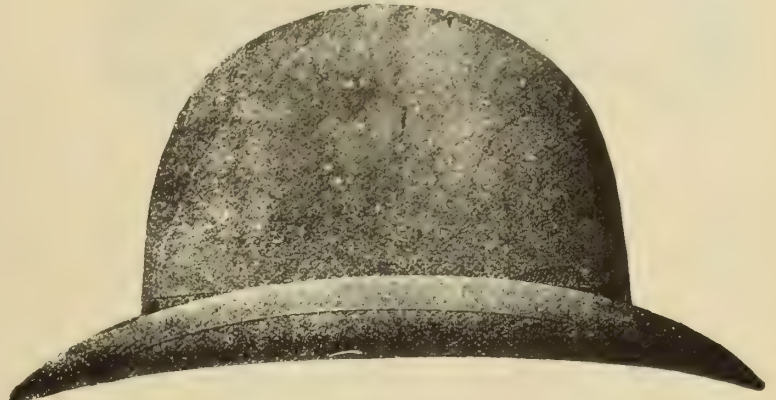
NEW HATS.

The accompanying cuts show two of the newest hats shown by A. A. Allan & Co., Toronto. The Dunraven has a $1\frac{7}{8}$ -inch brim and a $5\frac{1}{4}$ -inch crown, and is shown in blacks and browns; the Aberdeen has a 2-inch brim and a $5\frac{1}{2}$ -inch crown. Both are exceedingly taking hats. The

tendency of the market is decidedly towards stiff hats, and these are fuller all-around than last season.

LONDON FUR SALES.

At Lampson's sales in January, the slow trade of the past



Dunraven.

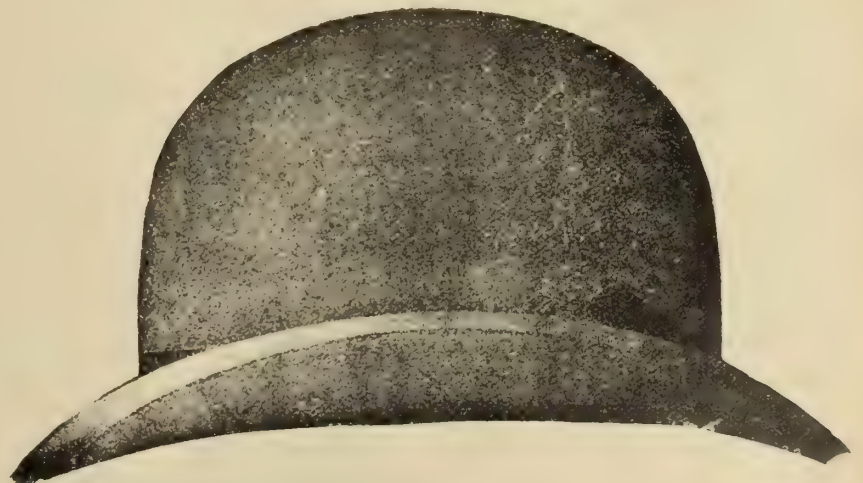
year and a heavy supply of goods drove down prices. Bears, Russian sable, wombat, wallaby, nutria, American opossum, marten, and skunk, all ruled at about October prices, which were lower than last March. Red fox, white fox, and wolf advanced slightly. Beavers are less popular, and declined 15 per cent.; lynx have dropped 40 per cent. since March; Jap. fox is down again; Australian opossum weakened slightly; wombat was very slow; hair seals declined 10 per cent.; so did raccoon; 150,000 minks were offered as against 48,000 last year, and prices were 15 per cent. lower than in October, but compared with early 1893 sales the decline is 35 to 40 per cent.

NOTES.

W. R. Brock & Co. are showing an unusually large assortment of men's furnishings in neckwear, braces; outing, regatta, dressed, and unlaundried shirts; umbrellas, collars and cuffs, silk handkerchiefs, rubber coats and underwear.

John Macdonald & Co. have three leaders in their men's furnishing department: Unlaundried shirts at \$4.50, braces at \$1.50, neckwear at \$1.25. In this department a job lot of 3,000 dozen of handkerchiefs, seconds, is being run out at a low price.

Quiet patterns in serges, Scotch tweeds and worsteds, con-



Aberdeen.

tinue to be in demand for men's suitings. The same characteristic is shown in trouserings. Hair line and invisible stripes lead very strongly.



TRADE CHAT.

IN 1888 McMaster, Darling & Co. took proceedings to set aside a transfer of property made by John Coventry, of Woodstock, dry goods dealer, to J. B. Radford and W. J. and William Coventry, all of that district. John Coventry was at one time the largest dry goods dealer in Woodstock. McMaster & Co. had a claim against him for goods sold which is still unsatisfied, the Toronto firm having lost in all the Canadian courts in their efforts to set aside the conveyances. Now an appeal has been taken to the Privy Council by McMaster & Co. Meanwhile a portion of the property was sold for \$7,000, and paid into court pending the decision in the Supreme Court. The defendants, being successful in all trials, made an attempt recently to get the money out of court. McMaster & Co. strongly opposed this move pending the appeal to the Privy Council. Chief Justice Armour decided that the money cannot be taken out.

R. A. Redding will open a tailor shop in Streetsville.

Benedict—W. E. Meharg, of D. McCall & Co., Toronto.

The Yarmouth, N. S., woolen mill, had a small fire recently. Loss, \$500.

Fine shirts and drawers are to be made in a new knitting factory at Almonte.

The Preston Woolen Mill suffered a few hundred dollars damages by a recent fire.

T. C. Elliot, manager Port Hope Knitting Works, was married recently to a Peterborough lady.

The Eagle Knitting Co., Hamilton, has just completed the third addition to their factory in four years.

Ellis Keenleyside, formerly with R. C. Struthers & Co., London, is now with McMaster & Co., Toronto.

Mr. Caldecott represented the Toronto Board of Trade at the recent banquet of the Rochester, N. Y., Board of Trade.

A well-known London merchant offers handsome prizes to those of his clerks who are most successful as writers of advertisements.

The shoe dealers, Halifax, N.S., have agreed to close their places of business on Tuesday and Thursday evenings at 6.30 until March 31st.

The Mitchell Board of Trade has elected these officers: President, T. S. Ford; vice-president, W. Thompson; sec-treas., Isaac Hord.

The bank statement for December is out. It is noteworthy because it indicates that despite what has been said about depression in trade, last year's bank circulation, that is the average for the whole year, is greater than it has ever been in the history of Canada.

The following are the newly elected officers of the Fredericton, N.B., Board of Trade: President, James S. Neill; vice-president, Wm. Lemont; secretary, J. W. McCready; treasurer,

George W. Hodge; members of council, A. G. Edgecombe, M. Tennant, A. H. F. Randolph, C. Fred Chestnut, Fred B. Edgecombe, George W. Hodge, Geo. Hatt, John J. Weddall, John T. Clarke, H. H. Pitts, A. Lottimer, John M. Wiley.

W. J. Sennat, formerly with J. G. Mackenzie & Co., Montreal, and recently with the Cornwall Woolen Mills, died on January 21st.

R. J. Score, tailor, Toronto, has gone to Europe to make purchases. R. Spittal, of Spittal, Burn & Gentleman, London, is away on a like trip.

W. R. Brock, who was seriously weakened by an attack of grippe, took a trip south for a warmer climate. He has returned, looking much improved.

John McKenzie, who formerly conducted a business in Guelph, has opened a tailoring establishment in Listowel in partnership with his brother.

The trade of D. W. Dulmage, of Palmerston, has doubled the last twelve months, and he attributes it largely to the cash system he inaugurated a year ago.

There is an old gentleman in town to-day who is now wearing a suit of clothes which he brought with him from Germany, 47 years ago.—Lunenburg Argus.

W. H. Christie, Winchester, Ont., has sold his woolen mill to W. H. Bradley, of Ottawa. It is the intention of Mr. Bradley to run the business on an extensive scale.

J. Sutcliffe, of the firm of J. Sutcliffe & Sons, Toronto, accompanied by his son Albert, has gone to the European markets to make purchases for the spring trade.

The following officers of the Mitchell Board of Trade have been elected for 1894: President, T. S. Ford; vice-president, W. Thompson; secretary-treasurer, Isaac Hord.

Watch the March number of THE REVIEW for the first prize essay on "The Pitfalls of the Retail Trade." It will be worth more than the annual subscription to this journal.

The grocery departments of certain retail dry goods firms in this city, it is stated, are steadily expanding, with the increase heaviest in canned goods.—N. Y. Journal of Commerce.

Butler & Smith, Simcoe, Ont., are making great improvements in their establishment. They have removed their millinery rooms upstairs, and have fitted them up in handsome style.

The Gananoque police are looking for a townsman who is suspected of robbing a sample room of goods belonging to George Moore, traveler for Wyld, Grasett & Darling, Toronto.

T. P. Hayes, an old and respected traveler for Messrs. Alexander & Anderson, is lying dangerously ill at his residence 435 Euclid avenue, Toronto. Mr. Hayes underwent an operation recently.

Mrs. Charles Gremer, the wife of a merchant tailor of Long Branch, N.J., expects soon to receive an inheritance of \$15,000, 000 with accumulated interest of fifty years. The money was left by a great uncle.

W. A. Denton, of John Macdonald's haberdashery and furnishing department, was recently married, receiving a handsome recognition from his fellow employees. Mr. Denton is favorably known to many retailers.

The Toronto and Montreal Boards of Trade have appointed committees which are considering the details of the proposed Insolvency Bill. Their criticisms will be sent to Hon. G. E. Foster in a few days. It is about time each board had a tariff

committee—a broad-minded tariff committee, that will make suggestions devoid of all party or sectional interest. The tariff needs simplification—is this point to be forgotten?

Geo. T. Lewis, of the firm of Lewis & Patterson, dry goods merchants, Brockville, was recently married to Miss Hetty M. Burns, of Whitby.

Mr. Davidson, manager of John Macdonald & Co.'s silk and dress goods department, has left for foreign markets. D. P. Smith, formerly city traveler, is in charge of the department in Mr. Davidson's absence.

The Spool Mill of Clark, Skillings & Co., near Newcastle, N.B., is now in operation, and a large number of people are employed. The spool wood that was cut at Oxbrook is being hauled to St. John to be shipped to Scotland.

The Sykes & Ainsley Manufacturing Co. (Ltd.), of Glen Williams, has been incorporated with \$100,000 capital stock, to buy, manufacture, sell, etc., wool, tweeds, etc., and to acquire real and personal property for that purpose. They have large mills in this Ontario village.

THE REVIEW will shortly inaugurate a second Prize Essay Competition, of which full particulars will be announced in next issue. The success of the first was surprising to even the sanguine publishers. The number of the essays and their merit surpassed all expectations.

James Johnston, of the firm of Johnston & Larmour, merchant tailors, died suddenly in his room in the Walker House on Saturday night. Death was caused by heart failure. Deceased was about 50 years of age, and unmarried. He had relatives living in Lindsay, Ont.

The following are the officers of the Warton Board of Trade for the present year: President, D. M. Jermyn; secretary, Jas. F. Symon; treasurer, G. W. Ames; council, B. B. Miller, J. J. Clark, John Irwin, J. P. Newman, J. V. Crawford, William Sadlier, James Hunter and D. G. Millar.

F. X. Cousineau, a Toronto dry goods merchant, refused to take out a transient trader's license in Hamilton, where he was selling bankrupt stocks. As a result he was fined \$53, and will have to pay \$100 for a license. The Hamilton dry goods merchants seem to have some snap in them.

Walter T. Shatford, of Hubbard's Cove, who left Halifax about three years ago, was recently elected alderman by acclamation for one of the wards of the town of Vernon, British Columbia. Mr. Shatford has a large general store at Vernon, with a branch at Fairview, B.C., conducted by his brother. Both are doing well.

Owing to the decease of Mr. Andrew Crawford, the firm of W. R. Brock & Co., Toronto, has been reorganized. Besides Mr. W. R. Brock and T. J. Jermyn, there are now two other partners, Mr. B. B. Cronyn and W. L. Brock. Neither gentleman needs any introduction to the trade. Mr. Cronyn has been connected with the firm for many years, and has been manager of their print department. He is a comparatively young man, of

pleasant address and excellent ability. Moreover, he is a close student of his business. He will do the buying for the firm, representing them in all foreign markets. Mr. W. L. Brock has been at Winnipeg for many years looking after the firm's interests there. He is the second son of the head of the firm, is young but capable.

A deputation of shirt, collar and cuff manufacturers, composed of Messrs. E. H. Brown, J. B. Tooke and Chas. B. Gordon, of Montreal, and W. A. Green, of Berlin, had an interview on February 8th with the Tariff Committee. They want the duty on their goods kept up. Mr. H. C. Skelton and Mr. D. A. McCaskill, of Montreal, also accompanied that deputation.

The Dominion Blanket and Fibre Co.'s mills at Bonaventure, Que., are nearly ready to commence operations. They will continue to manufacture all kinds of heavy woolens, horse clothing, blankets, collar checks and rugs. The officers of the company are: Robert Mackay, president; E. A. Small, vice-president; E. A. Robert, managing director. The directors are: Messrs. F. Fairman, G. L. Cains, A. H. Sims, and R. M. Liddell.

At the annual meeting of the Halifax Board of Trade these officers were elected: President, George J. Troop; vice-presidents, Michael Dwyer, Jas. Morrow; treasurer, Henry C. Bauld. Council—E. G. Kenney, G. Mitchell, W. A. Black, J. A. Chipman, J. E. DeWolff, J. Pugh, Geoff. Morrow, A. E. Curren, A. P. Silver, Alex. Stephen, W. J. Stewart, Hon. L. G. Power, H. McD. McKenzie, G. W. Alison, A. M. Payne.

John Cameron, agent for the J. B. McLean Publishing Co., who has been spending since Christmas with his family here, starts out again this week. During his year's canvass Mr. Cameron visits every province in the Dominion. He reports that during '93 he met with a gratifying amount of success with THE DRY GOODS REVIEW, CANADIAN GROCER, and other journals published by this Company.—Durham Chronicle.

Geo. H. Wilson, a partner in the Worsted and Weaving Co., Manchester, England, has been managing the Canadian business for some time. He seems to have made a success of it, as he has now four travelers on the road. Unlike most English agencies, stock is carried, and the retail trade supplied direct. This company manufacture only woolens and dress goods, and have a very pretty showroom on Bay street, Toronto. Mr. Wilson is a young man of very pleasant address, and has made many friends in Canada.

The annual report for the year 1893 of the Board of Trade of Toronto has been published. In its arrangement and typographical features it is highly creditable. It contains a good deal of information outside of the matter directly connected with the board. Besides the reports of the officers of the board there are tables of statistics showing that 1893 was a bad year for business failures, while it was a year of increased postoffice business and savings bank deposits. Both as a record and as a work of reference the report which Secretary A. Wills has put out is useful and interesting.



F. C. DANIEL & CO.

Our representatives are exhibiting
choice specialties in

FANCY DRY GOODS

... Including ...

*White
Wool* **Boas**

Muffs

Children's **Bonnets**

and **Caps**

Place orders early to ensure prompt delivery.
Samples sent on application.

F. C. DANIEL & CO.

43 Scott St., Cor. Colborne

Toronto.

MENZIE, TURNER & CO.

Successors to ...

A. R. McKINLAY & CO.

Window Shades

Curtain Poles and
Brass Pole Trimmings,
Spring Rollers . .
Laces and Fringes.

Buyers are respectfully requested to call at our place
of business (which is quite central) and see our special-
ties and new decorations.

24 BAY STREET,

SEND FOR ...
Color Book and Price List.

TORONTO, ONT.

Alfred Walsh & Co.

BRADFORD, ENG.

... MANUFACTURERS ...

DRESS FABRICS

Specialties

Eastemine and
Cheviot Serges.

Stock Carried at Merchants'
Buildings, 50 to 54 Bay Street

Toronto.

WRITE FOR SAMPLES.

JOHN LEARMONTH AND SUCCESSOR.

SOME 36 years ago John Learmonth came to Canada, and for a time was buyer for Gordon, McKay & Co. Afterwards he bought for McMaster & Co. He then took up



JOHN LEARMONTH.

the commission business for himself, with headquarters in Manchester, England, and made a great success of it. He represented some strong English firms, and accumulated a great deal of wealth, most of which was invested in Canadian bank stocks. He was very popular with his Canadian customers, as well as in his native country, Berwickshire,

Scotland. He crossed the Atlantic 98 times before his death in August, 1893. The accompanying photo will recall to his many friends' minds his familiar countenance.

His successor is Mr. John W. Holden, his nephew, who is representing the "Distingue" waterproof, as well as manufacturers of greys, whites and dyed goods, fancy goods, prints, elastics, braces, Scotch shawls, mantle cloths, etc., in Canada. Mr. Holden received his first impressions of business in large houses in Manchester, and has come into direct contact with the manufacturing and industrial processes, possessing a good knowledge of spinning, weaving and dyeing. He has written and spoken much on technical subjects, and is well-known among scientists and manufacturers. Mr. Holden has traveled a great deal, having visited France, Spain and Italy. Mr. Holden's headquarters are at 79 Piccadilly, Manchester, England.



JOHN W. HOLDEN.

JUNG & SIMONS

Manufacturers

BLACK AND COLORED ITALIAN CLOTHS
FINEST GERMAN MAKE

SOLE AGENTS:

Dieckerhoff, Raffloer & Co.
New York, Barmen, Paris.

CANADIAN OFFICE:

22 Wellington St. West, Toronto
Sold only to the wholesale trade.

The only firm in Canada
manufacturing . . .

Suspenders

And
all kinds of

Elastic Webbing

Braids . Cords . Etc. . .

From the Raw Material. Any quality and
design made to order . . .

Toronto Fringe & Tassel Co.

19 FRONT ST. WEST . .

TORONTO

WYLD, GRASETT & DARLING

Stock throughout the warehouse
is well assorted with

NEW SPRING GOODS

Latest designs in all the leading shades in
Prints, Sateens, Delainettes, Cretonnes,
Art Muslins, etc.

In Dress Goods, extra value in All Wool
Delaines, Dress Serges, Cashmeres, etc.

Fine assortment of Hosiery, Gloves and
Small Wares of all kinds.

Imported and Canadian Woolens and Tailors' Trimmings, very complete.

Neckwear, English Collars, "Grandee" and
"Glendowe," and Men's Furnishings a
specialty.

Wyld, Grasett & Darling . .
TORONTO

= OILS =

Lard Oils
Wool Oils



Lubricating Oils
Cylinder Oils . .

.. SCOURING SOAP ..

AND

Belt Dressing

This dressing is the only remedy for slipping
belts; it also preserves the leather.

We make a specialty of the above lines, and
quote very close figures.

We guarantee all our lard oils.

Write for Prices or Samples.

W. Calvert & Co.

TORONTO - and - MONTREAL

THE SILK SITUATION.

LATEST advices give the present condition of the raw market rather weak, but with indications of a stronger and healthier condition in the near future. The low state of the silver market, for which coin the countries of the far East exchange their products, and its consequent effect on exchange, together with the poor demand on account of the general depression have kept the stock of raws large, thereby making holders anxious to sell, and converters or manufacturers keen for trade.

The tide now, however, is being stemmed on account of the supplemental orders beginning to arrive, and which in some instances are larger than original spring purchases, buyers in November and December last showing a timid feeling. Ribbon business is also improving, the trade in millinery having already made itself felt. Silk-pile velvets continue in fair demand. Dame Fashion shows herself strong in moire silks for spring trade, and some predict a larger trade for spring of 1894 than a year ago. So far retail buyers have shown about the same appreciation.

The Japanese at least seem to have touched bottom, and a small reaction of 50 points in the 100 momie, or about an equivalent to 5 per cent. on the lay down prices in Canada, went into effect last Wednesday week. Still the prices of the Japanese habutai are extremely low; with the improvement made in the dyeing, and with a closer inspection of the goods before shipping, they are now handled with a profit by the retailers. The light colors or art shades are dyed equal to French, being solid in shade, and the imperfections always seen in hand woven goods are well covered. The darker shades have not been attended with the same success as the light colors. For actual wear the Japanese fabrics will excel any silk at a corresponding price.

One house reports remarkable success with a range of patterns on Japanese fabric, which they had shipped from Yokohama to their printers in Lyons, France. Black grounds predominate, with also navy grounds and some light colors, printed in petite designs of dark heliotrope, lilac, moss, pink, light heliotrope, and, of course, white. They also show the same grounds printed in patterns embracing three to four colors, for which they ask a small advance on the one print patterns. The trade are buying for costumes as well as for blouses and trimmings.

Some low and medium priced Japanese crapes have met with fair success. In European silks, la haute nouveaute, moire antique, and moire mirror or looking glass, in blacks and colors, are in the first position in Dame Fashion's ranks. For the better grades, moire will undoubtedly lead all others in the unanimity of opinion, and on account of the inability to produce the effect in very cheap goods, it will likely lead for some time. Satins, and a softer make of this class called satin electrique, have many admirers, and will have a good call, especially the softer finished goods. Peau de soie and merveilleux still retain some favor, while the movement in faille Francaise is quiet. Surahs of the heavy twill class with sufficient body in them to make it practicable to be puffed as the sleeves are now worn, promise well, with the usual trade in pongees. Bengaline, or pongor, except in the very low grades retailed at 25c., are defunct. Some low-priced shot effects, both in plains and printed, produce good effects; also some higher priced shots, in shades and make to match the dress goods, are principally fawns and gold browns. In colors for evening shades, some new casts of mauve and

green are shown, with the usual display of pinks, lemon, straw, golds, blues, Nile, etc., and in the more staple colors, gold, brown, green, and fawn are well up. The former ranges of colors pertain more to Japanese and pongees, while those of the darker casts used for trimming are in surahs, satins, and moire.

WILSON BILL.

THE Wilson Bill has passed the House of Representatives at Washington, and a sigh of relief has gone up from the country. There is no doubt it will be a very considerable benefit to the country, and the benefit will be especially to that portion of the community, "the agricultural," who have been least considered by our own legislators. The trade policy of Canada seems to be based on the Scripture text, "To him that hath shall be given, and to him that hath not shall be taken away even that which he hath."

Now, take Somerville's "Mexican Fruit" chewing gum and you will find just the opposite to be the case. It benefits all alike, the rich or poor, learned or ignorant, business man or farmer, old or young, male or female, black or white, and it costs everyone the same, 5 cents per bar. Sold everywhere.

DOMINION SUSPENDER CO.

THE Dominion Suspender Co., of Niagara Falls, Canada, are enlarging their plant by the addition of more machinery. Last season, for a few months, they were hopelessly behind in executing orders. They intend not to be caught that way again. The business of this concern in Canada was in marked contrast with that at their factory at Niagara Falls, N. Y., where they have been practically closed down for about three or four months. The manager, Mr. Wm. L. Doran, who is a Canadian, and whose residence is on the bank of the Niagara river near the falls on the Canada side, says that in his whole business experience he never saw such hard times as the people in the United States are now passing through. People in Canada do not know what hard times are. He instanced one example of a leading merchant in a town in New York State, who found one evening that his sales amounted to 68c. that day.

A LONDON JOBBER.

A. E. PAVEY & CO., London, are doing a steadily increasing trade. Strict attention to business in their respective lines has built up for this firm a suitable trade. They are now receiving their spring import, and from their large selection of woollens now going into stock, it will repay any merchant to carefully inspect their samples or visit their extensive premises. In tailors' linings and trimmings they excel, and long experience enables them to anticipate, at all times, every want in this line. In men's furnishings, neck wear, tweeds, and rubber goods, spring shirts and drawers, etc., they are now putting into stock the very latest productions.

W. R. Brock & Co. are showing in their glove department a large assortment of fabric gloves and mitts in Lisle, taffeta, and pure silk; blacks of Louis Hermsdorf's stainless dye, tans, modes, greys, etc., to match the new dress goods. The whole stock shows off to great advantage in point of value and styles.

SOMERVILLE'S

"Mexican Fruit"

and "Pepsin"

CHEWING GUMS

Are Medicinal Gums

*They Cure Dyspepsia, Aid Digestion,
Preserve the Teeth, and
Sweeten the Breath.*

THOUSANDS ARE USING THEM EVERY DAY

HAVE YOU GOT THEM IN STOCK?



The "MEXICAN FRUIT" Seller.



Mr. R. H. Gray, with heads of departments and travelers.

SEND FOR OUR NEW CATALOGUE FOR SEASON 1894. No. 8.



Ladies'
and
Children's
Whitewear
Blouses



Infants' Outfits, Cashmere Cloaks and Headwear.

R. H. GRAY & CO.

24 and 26 WELLINGTON ST. WEST.

Toronto.

Summer 1894—
Clothing
Neglige Shirts

Overalls, Pants and Workingmen's Shirts.

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.

PERFECT
SHAPE.



Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
Extra Charge



Also in 3 doz.
Strong Cloth
Stock Boxes.
And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

The Worsted Weaving Co.

BRADFORD, ENGLAND



Carry a Stock at their Canadian
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54 Bay St., Toronto

... OF ...

Dress Goods and Woolens

AT VALUES NEVER BEFORE OFFERED
IN CANADA.

The following lines are some of our *special* makes

In Dress Goods

Navy and Black Serges, Black and
Colored Cashmeres, Soleils and Black
Mohair Figures.

In Woolens

Black Venetians, Black Twills, Navy
and Black Serges and Mixtures.

We are confining
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Warp Serges to one
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WE are makers of all goods we sell
and are the sole manufacturers
of the celebrated "Chain Warp"
Serge for Dresses, which has an
established reputation in England.
These goods we guarantee to stand
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Send for Samples
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World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

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Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

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177 New Bond St., LONDON, ENG.

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TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."
THOMSON'S
 ENGLISH MADE,
 Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

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MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

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MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

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STAIR PADS

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OFFICE.—
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THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. Ladies' Full-Fashioned Underwear in all Wool, Merino and Medium. Men's Full-Fashioned Underwear in all-Wool, Merino and Medium. Ladies', Boys' and Girls' Combination Suits, Full Fashioned. Ladies', Boys' Shirts and Drawers.

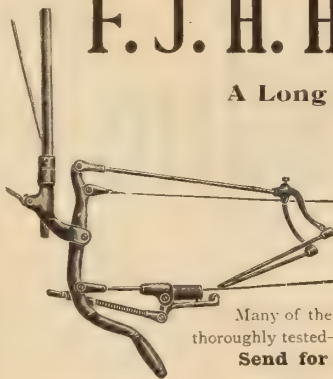
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A Long Experience, the Latest Improved, the Most
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Many of the largest houses using both our cash and parcel carriers. All of our systems have been thoroughly tested—notably so in some of the busiest houses, where they are giving entire satisfaction.

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Established 1884
 Patented in Canada and the United States



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"Maltese Cross" BRAND

Mackintoshes.

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... MANUFACTURED SOLELY BY ...

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THE Celebrated C. B. CORSETS

PATENTED AND REGISTERED.

IMPORTANT

To Canadian Dry Goods Houses.

MESSRS.

CHARLES BAYER & CO.

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Largest Corset Manufacturers in Europe

ARE desirous of introducing their Corsets into the Canadian market and are prepared to negotiate with leading **RETAIL** firms. It is desired to confine their sale to one leading house in each town. These Corsets have a larger sale in the English market—the test market of the world where manufacturers from every stay producing country can and do compete upon perfectly equal terms—

*Than all Other
Similar Corsets
Put Together.*



A quick sale has followed wherever they have been introduced. The marvellous demand for them has been mainly created by recommendation from one wearer to another. They can be sold at same prices as ordinary corsets but their advantages of shape, style, and great comfort in wear entitle them to a preference over ordinary corsets.

No conditions as to quantities to be sold will be made—the manufacturers rely upon the goods themselves and believe that in the Canadian, as in every other market where

they have been introduced, they will meet with immediate success. It is a matter of practical certainty that houses controlling the sale of these Corsets will attract to themselves the best corset trade of the district, since they are beyond all comparison the best goods of their kind in the market.

Artistic illustrations and electros, also the most beautiful show cards brought out in connection with this trade, are at customer's disposal. When writing us please state which are your most useful **SELLING PRICES**, also colors, and any other information you may consider we ought to have, and we will then forward a range of samples.

Business references on London or Paris Houses should be forwarded at same time.



CHARLES BAYER & CO.

London Wall, - LONDON, ENGLAND

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THE CORTICELLI SILK CO.

RECEIVED THE

HIGHEST AWARD
FOR
Corticelli Spool Silk
Tailors Silks
AND SPECIAL SILK
FOR MANUFACTURERS
AT WORLD'S
FAIR



ALSO THE
Brainerd AND
Armstrong
WASH SILKS
RECEIVED THE
HIGHEST AWARD
WITH

MEDAL & DIPLOMA

AGAINST ALL OTHER COMPETITION

EVERY LEADING STORE SHOULD KEEP THESE SILKS.

PRIZE ESSAY NUMBER==PORTRAIT OF PRIZE WINNER.

1891
*THE CANADIAN
DRY GOODS REVIEW.*

HATS

CAPS & FURS.

MAR.

MILLINERY
& CLOTHING.



WEAR
HEALTH



If you will . . .
Look at the Goods

Our end is accomplished

This may seem rather meaningless, but
"Health **under** Wear" is what we want
to call attention to. Our lines of "Health"
Underwear for Ladies and Children are
the best in the market.

THEY RECOMMEND THEMSELVES.

The Montreal Silk Mills Co.

LIMITED

MONTREAL

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TORONTO, ONT.

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.



PERFECT
SHAPE.

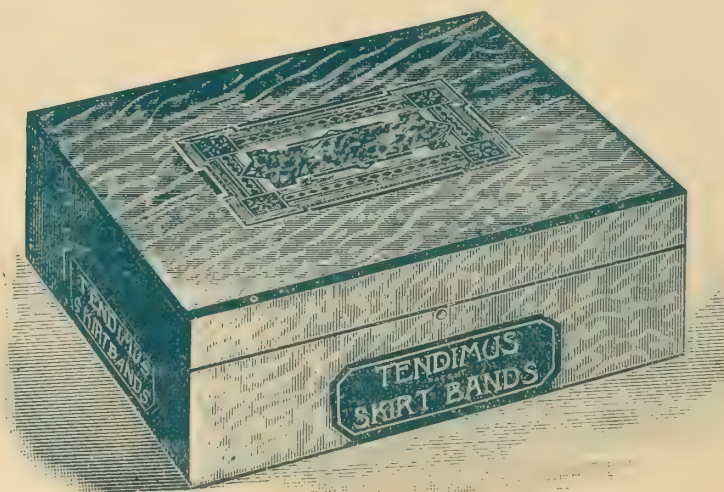


Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
Extra Charge



Also in 3 doz.
Strong Cloth
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And in the
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Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

BEE HIVE
WOOLS.

Beehive
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

BEE HIVE
FINGERING
3 PLY 51
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

BEE HIVE
SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
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Cheviots
Estamenes
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Blankets
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Fancy Dress Goods
IN GREAT VARIETY.
Shirting Flannels

Rain-proof Dress
Serges and Cheviots

GUARANTEED { *RAINPROOF by Cravenette Co., Ltd.*
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Stamped "IMPERVANAS"

Every five yards on selvedge.

SPECIAL PREPARATIONS IN ALL DEPARTMENTS.

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MANUFACTURERS OF

Ingrain Carpets

We make **UNIONS**
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

Our Samples are in the hands of our
Mr. Syer and his assistant who cover
the ground from Halifax to Vancouver.

Will call or forward samples on application.

JAMES H. ETHERINGTON

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S. SYER, Sole Agent

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(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital, \$10,000,000)

*Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.*

Lister's 18 inch Silk Velvets

*Are the best for finish. No Dry Goods Store
should be without them.*

Lister's Antique Velvets and Velour du Nord

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To be had of all Leading Dry Goods and Millinery
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Sole Selling Agents for Canada for

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Dress Fabrics
and Cravenettes

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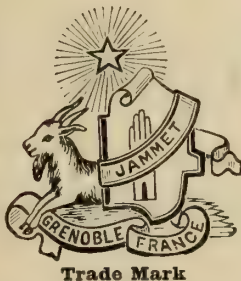
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And BERLIN, Germany

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Gloves

We Still . .
Quote Prices



Trade Mark

Guaranteed

"La Chartreuse," 7 Stud laced, gussets, \$11.50

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Stock Carried • Fresh Goods

. . WRITE FOR SAMPLES . .

The Worsted Weaving Co.

BRADFORD, ENG.

Carry a Stock of

DRESS GOODS AND WOOLENS

at their Canadian Warehouse

54 Bay St., Toronto.

GEO. H. WILSON, Manager.

N.B.—Sole Manufacturers of the

"CHAIN WARP" SERGES.

W. R. BROCK & CO.

HAVE special values and large assortments in the following lines of goods just opened and will be pleased to show them in the warehouse, or by travellers' samples, or by cuttings mailed to any part of Canada on application :

Silks and Satins

Plain and Fancy Dress Goods

Wool Delaines

Prints

Cretonnes

*Art Muslins and
Draperies*

Laces

Veilings

Ribbons

Parasols

Embroideries

Tuckings

Swiss Muslins

Towels

Towelings

Table Linens

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Canadian Woollens

Imported Woollens

Tailors' Trimmings

Ask our Travellers to show you their samples of

No. T. S. A. BLEACHED COTTONS

No. 400 GREY COTTONS

AMERICAN COTTON WORSTEDS

We beg to make special mention of our Letter Order Department, a marked feature of our business. All orders by this channel are given the greatest care and despatch.

W. R. BROCK & CO. Cor. Bay and Wellington **Toronto.**
Streets

Caldecott, Burton & Spence

1894 will be a great year for **SILKS**

OUR CONTRACTS are very heavy and will enable us to show an immense range of **UP-TO-DATE GOODS** in

**Pongees, Surahs,
Merveilleux, Satins,
Silkalines, Mûires,
Failles, Kaikis,
Crepes, Etc., Etc.**

A LARGE SELECTION OF

Printed Silks

in choice designs.

These goods are **Business Builders** and **Money Makers** for Progressive Traders

ORDERS AND BUYERS RECEIVE BEST ATTENTION

Caldecott, Burton & Spence

 **SPECIALIST...
IMPORTERS**

TORONTO

CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, MARCH, 1894.

No. 3.

**THE J. B. McLEAN PUBLISHING CO.,
LIMITED.**

**Trade Journal Publishers,
AND**

Fine Magazine Printers,

10 FRONT ST. EAST. - - - TORONTO.

**J. B. McLEAN,
PRESIDENT.**

**HUGH G. McLEAN,
SEC.-TREAS.**

SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

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**LONDON, ENG.—Canadian Government Offices,
17 Victoria St., London, S.W.**

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JOHN CAMERON, General Subscription Agent.

THE PRIZE ESSAY COMPETITION.

EXACTLY twenty-two essays were received in THE REVIEW'S Prize Competition on the subject of "The Pitfalls of the Retail Trade." Fifteen of the twenty-two were first-class essays in every respect, and the examiners found it exceedingly difficult to make their decisions. The points most considered were: breadth, pointedness, practicalness as opposed to theory; perspicuity, brevity, and arrangement. For example, one essay contained more common sense and wisdom than any one of the three prize essays, yet its verbosity and digressions threw it out of the prize rank. Some of the essays were too pedantic, and not sufficiently practical. Some were written by men who had not been taught to think properly—their thoughts not running in natural sequence. The awards and the First Prize Essay will be found elsewhere in this issue. The other prize essays will be published next month.

Feeling certain that the retail trade will appreciate THE REVIEW'S effort to bring before them, in readable form, the experience and crystallized wisdom of their fellows, and being also desirous to promote the study of business methods among retailers, the publishers have decided to open a second competition, full particulars of which will appear in the April issue of this journal. Any person who desires to write should not hesi-

tate. The writing in itself is beneficial to even the best merchant or clerk. All need training in thinking, and in the manner of expressing their thoughts.

THE REVIEW is pleased that such prominent dry goods merchants as Messrs. Caldecott and Anderson were willing to act as examiners. Mr. Caldecott is head of the firm of Caldecott, Burton & Spence, and is past-chairman of the dry goods section of the Toronto Board of Trade. Mr. T. O. Anderson, of Alexander & Anderson, is the present chairman of the dry goods section. Both gentlemen have a wide experience, extensive literary attainments, and those abilities which particularly fit them to be excellent judges of business methods and theories.

THE COMMERCIAL UNION.

SHOULD Mr. Huddart, the manager of the Canadian-Australian line of steamships, succeed in realizing his dreams of a fast Atlantic line of steamships from Quebec to Liverpool, connected by fast C.P.R. trains from Quebec to Victoria, with a fast Pacific line of steamships from Sydney to Victoria, he will have performed for the British Empire one of the greatest services her commercial commoners ever attempted. This service will also be of inestimable benefit to Canada. Already by the enterprise of our citizens we have secured a great deal of the carrying trade from the Western States to the Atlantic seaboard, and the addition of much of the carrying trade between Australia and Great Britain would induce a commercial activity which would tend to develop Canada's latent resources at a much greater speed than at present.

Mr. Huddart is likely to succeed in forming his companies. The subsidies on which he calculates are much larger than have been previously offered, while other circumstances should lead British capital in this direction. Canada's growing trade with Great Britain and Australia shows clearly what greater things might be expected under more favorable circumstances.

One thing is certain, a fast Atlantic service would be liberally and patriotically supported by Canadian merchants. They have long wished for such a boon, and know its value too well to ignore it when it becomes a reality.

The projected Canada-Australian cable, it is stated, would be 6,244 miles long and cost \$7,000,000, if it did not touch the Fiji Islands or New Zealand. The total cost is put at \$8,725,000, which, at 3 per cent., would make an annual interest charge of \$261,750. Counting depreciation at \$160,000, and the operating expenses at \$300,000 per year, the total annual amount to be met would be \$721,750.

CANADIAN TRADE IN 1893.



SEVERAL times it has been remarked in these columns that Canada's trade in 1893 has shown very clearly the stability of her commercial structure. We have almost paraded the fact, because we are proud of Canada, and because up to the present Canada has not been viewed in the proper light in the great money markets of the world.

Foreign merchants and manufacturers who will study the accompanying statistics will be confident of the future greatness of their Canadian trade if they have any. Those who have not, are losing their share of the honey. Canada stands foremost among the young nations of the earth in point of stability. Responsible government, a scientific banking system, excellent municipal organization, an absence of the extravagant speculative spirit, good roads, excellent inland rail and water communication, an unsurpassed educational system, scientific farming—these are a few of the features which constitute Canada's elements of greatness.

The total trade of Canada for 1893 increased $2\frac{1}{2}$ per cent. as compared with 1892. That this increase was almost wholly in exports intensifies the value of this increase, and shows that Canadians are producing wealth and accumulating in their own country.

The values of the respective divisions of our foreign trade were in 1892 and 1893 as follows :

	1892.	1893.
Exports of Canadian produce.....	\$99,338,913	\$105,798,257
Exports of foreign produce.....	14,624,462	12,766,095
Imports.....	\$113,963,375	\$118,564,352
	127,406,068	129,074,268
Aggregate trade.....	\$241,369,443	\$247,638,620

There was, therefore, in 1893, as compared with the previous year, an increase in exports of home produce of \$6,269,177; in imports of \$1,668,200, and a decrease in exports of foreign produce of \$1,858,367.

This increase is not a spurt by any means, and the universal commercial depression will rebut any such idea. But to make the gradual and steady increase of trade more apparent the tables for the past five years are quoted :

1889.....	\$204,414,000
1890.....	218,607,000
1891.....	218,384,000
1892.....	241,369,000
1893.....	247,638,000

The trade of 1893 is 22 per cent. larger than the trade of 1889—a result which is exceedingly gratifying.

To compare : The United States trade in 1892 amounted to \$1,764,168,270 and in 1893 it was \$1,630,986,041—a decrease of about 8 per cent., as compared with Canada's increase of $2\frac{1}{2}$ per cent. The trade per head of the population for 1893 is instructive :

Canada.....	\$49.52 per head.
United States.....	25.09 “ “

This assumes that the population of the United States is 65,000,000 and that of Canada 5,000,000; whereas the exact figures would throw the comparison still more in favor of Canada. Of course, the United States had a serious financial panic and resultant depression; but we must never lose sight of the

fact that if Canada had not possessed such a stable banking system, and the other elements necessary to prevent such panics, her trade would also have shown the effects of rotten institutions and business methods.

The following table shows the condition of our trade in 1893 and 1892 with the principal countries with which Canada does business :

	1893.	1892.
Great Britain.....	\$107,391,070	\$106,551,688
United States.....	108,984,978	102,957,064
Germany.....	4,515,451	6,314,080
Spanish West Indies.....	3,676,627	4,258,228
Newfoundland.....	3,246,913	2,675,770
France.....	3,111,142	2,816,741
British West Indies.....	3,109,233	2,888,687
Spanish possessions in Pacific Ocean.....	2,204,584	1,949,945
Japan.....	1,531,861	1,947,097
China.....	1,279,403	1,385,013
Dutch East Indies.....	1,041,244	444,474
Belgium.....	1,270,745	572,501
Holland.....	682,276	852,206
British Guiana.....	625,705	650,284
Australasia.....	571,325	728,613
Brazil.....	548,479	502,912
Italy.....	504,431	487,443

Canada has also increased her carrying trade, much to the chagrin of the stockholders of United States railroads. No more proof of this is necessary than the fact that the New York Sun, the Philadelphia Press, and other papers have written long editorials demanding the abolition of the bonding system, so that the C.P.R. and G.T.R. would not be able to maintain their carrying trade. The matter has also been brought up in the U.S. Congress, but no action has been taken.

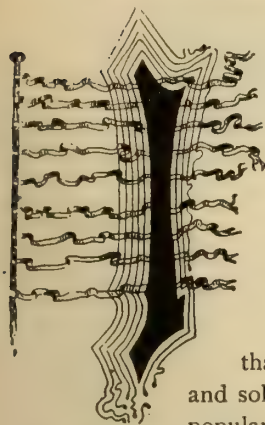
Canada's shipping is also making progress. The number and tonnage of sea-going vessels entered and cleared at the principal ports of the Dominion are as follows :

	Tons.
Montreal.....	1,580,159
Halifax.....	1,338,866
Victoria.....	1,247,532
St. John, N.B.....	1,126,336
Quebec.....	984,399
Nanaimo.....	788,022
Vancouver.....	579,101
Yarmouth.....	271,251
Sydney.....	226,241
St. Andrews, N.B.....	218,862
N. Sydney.....	141,717
Chatham, N.B.....	137,401
Windsor, N.S.....	115,364
Charlottetown.....	88,563

There was an increase of 35 in the number of vessels built last year, but a decrease in the tonnage of 5,800 tons. The average selling price has declined from \$37 per ton in 1868 to about \$11.50 per ton in 1893. The actual number of vessels built in Canada was 313, and of Canadian vessels sold, 42.

Hope beats eternal in the human breast, and Canadians can be excused if a few extra beats are felt at this particular time. Commercially Canada is making rapid progress. Politically she is making progress too; for Erastus Wiman has declared that the “annexationist” couldn't be elected as pound-keeper, as such. With the elevation of Lord Rosebery to the position of Prime Minister of the Empire, the “colonists” hope to be treated with more consideration and to have their interests more sympathetically considered. If Canada has not made the rapid strides in the past that her competitor on this continent has, it is because she has had less of foreign capital. The payment of a large amount of interest to foreign capitalists is not a thing which Canadians need anxiously desire. Better to have slow progress, and retain all the elements of success in our own control.

CANADIAN MANUFACTURING—A FARCE.



IT IS a huge farce to give protection to Canadian textile manufacturers so that they can produce Canadian goods, and then have them spend thousands of dollars every year in disguising these goods so that they can be sold as foreign productions. Protection is a price paid for something; but if you do not get that "something," then you are paying for "nothing." The "something" is that Canadian goods will be manufactured and sold, and that these goods will become so popular with the people that they will buy them in preference to foreign goods of a like price. That alone is the method of establishing Canadian manufacturers on a stable basis, and that alone is what the protectionists desire and expect.

But, in the name of common sense, what is the use of continuing the farce? The manufacturers of knit underwear mark their plain goods "Scotch underwear" in order to sell them for what they are not. This is a contemptible mercantile trick. Why, these goods have to be folded even after the Scotch fashion, so that the imitation will be complete! What an elegant independence the tariff is creating!

The Canadian cotton mills have grown under protection, and yet how do they stand? They, too, spend thousands of dollars every year in marking their webs and pieces with foreign labels. If they cannot sell their goods except under foreign brands, what are they going to do when protection is removed? They will not have a stay to their mainsail, and it will drop overboard and drag them to a watery grave. If they expect to be protected always, they are living in an illusion; and the sooner they discover the truth the better. Protection is too costly for any country to keep up for any length of time. It brings about certain premature growths, the removal of which causes the industrial trunk to lose much blood. It has its benefits; but it also has its evils.

That many Canadian manufacturers are ignoramuses was never better illustrated than during the past month, when woolen underwear dropped in the face of a firm wool market and a very probable rise if wool is admitted free into the United States market. Prices were down to rock bottom last year; and as wool was stiffer this year nobody imagined that a lower price would be obtained on woolen underwear. But some Canadian manufacturers, who come to Toronto or Montreal markets once a month, came in and found orders slow—trade generally being slow. The buyers for wholesale houses, having nothing better to do, began to play with them, and persuaded them prices of woolen goods were down. One man weakened, and his fall brought down a dozen others. The wholesalers are laughing up their sleeves, and they will make a few hundreds extra next fall on knit underwear.

If the Government is going to protect the woolen manufacturers, then let it establish a textile and mercantile course of training for them, and force them to read *The Textile World*, *THE DRY GOODS REVIEW*, or some other trade paper. Teach them to think; teach them to study market phases and changes; teach them to look farther ahead than to-morrow when laying their plans; teach them to make a special study of their own business. Manufacturers are too conservative altogether. The

country is becoming big, and their ideas should grow with the country.

Last August we had assurance enough to tell the woolen manufacturers that we could offer them a panacea. But it is not likely that any of them ever read it; in fact, they do not even seem to read the common ordinary city dailies. If they did, they would have known that wool was going to be stiff in price this summer. But, our panacea—it was, that each manufacturer should adopt a brand and popularize that brand. Then, as the brand grew in favor his pockets would grow with wealth, and his peace of mind with contentment, while his trade would be continuous, not precarious. It has been done in Canada in the case of the "Health" brand; it has been done in gloves, suspenders, collars, linen goods, etc. It has been done in canned goods, pickled goods, cereal foods, etc.; it has been done in patent medicines and pills. It is done the wide world over, and we would like to hear of a single case of a manufacture running for fifty years successfully unless it has its own and singular reputation.

The manufacturer says: "The wholesalers would not sell our brands." Then sell them yourself. That's simple enough, isn't it? You can get a good traveler for \$1,500 a year and expenses, and he will sell them for you. It will be hard work the first year, and you will have to pay the newspapers a great deal to advertise your brand; the second year it will be just as hard; the third year will find your eyes opening with pleasurable astonishment, and the fourth year will bring assured success. Get a good commission agent, and he will sell your goods. If he cannot sell them to the wholesaler, he will sell them to the retailer, where the higher price will repay extra expense, and extra trouble.

What Canada needs is a Canadian nomenclature on its manufactures. Canadian honesty is known and bought in other countries, and why shouldn't Canadian goods bring a good price? Much more should they bring a good price at home. Methods must be revolutionized. The manufacturers of cotton and woolen goods must be known as makers of certain classes or brands of goods, before the future of that manufacturer is assured.

The manufacturer who is making goods to suit some particular jobber has a precarious tenure on his customer. He makes what that wholesaler wants, and is under his thumb when once the season is commenced. He is not free to choose his own styles, to work out his own plans, or ask his own prices. He is merely a workman for the wholesaler. Canada needs more independent and more aggressive manufacturers, so that there may be no ground for saying that Canadian manufacturing is a deception and a farce.

A CUT IN PRINTS.

IT may be astonishing that any wholesale house could afford to make a cut in prints, on which the profit ranges from 1-16 to 1/2 cent per yard. Nevertheless W. R. Brock & Co. claim to have secured a manufacturer's stock of prints at a price which enables first grade goods to be sold as low as seconds or jobs. The stock comprises all new designs, and nothing but the best grades, no seconds being in the shipment. Buying these goods en bloc, they are enabled to make some tempting offers to their customers. The goods retail all the way from 5 to 10 cents per yard. Merchants who cannot inspect this offer personally will no doubt be able to secure samples by application.



TARIFF AND TARIFF CHANGES.

A Reduction Necessary and Likely. Specific vs. Ad Valorem Duties. A Broader Classification.

A Comparison of United States and Canadian Duties.

CANADIAN importers and retailers of dry goods have been remarkably and inexcusably slow in stating what changes they desire in the tariff; remarkably slow, because they are not usually slow at anything; inexcusably slow, because not only would the advice not be harmful, but it would be positively beneficial to the trade and helpful to the ministers of the Government on whom lies the task of regenerating the tariff. About May 1st, 1893, the dry goods men of Toronto and Montreal stated their views as to tariff remodelling in so far as it pertained to dry goods, but since then nothing has been done, beyond one or two formal resolutions from Boards of Trade. The manufacturers have been busy in trying to induce the Government to maintain the present schedules; the cotton men, the cuff and collar men, the woolen men and others have interviewed the committee and laid down their views amid a multitude of figures.

No dry goods dealer desires the duties entirely removed, and his desire would be unfulfilled for if he had such a one. A tariff is necessary, but it must be moderate and it must be scientific—more moderate and more scientific than it is at present. For this reason reductions may be expected this season and are absolutely necessary.

The first desirable change is the almost entire abolition of specific duties. When the dry goods men interviewed the ministers last May they advanced examples showing that on some cheap grades of woolens the duty was 130 per cent., while on expensive woolens it ran from 30 to 40 per cent. They showed that a mantle costing 5s. in England paid 67 per cent. duty, while one that cost 75s. paid only 26 per cent. Take the duty on colored cottons; everybody admits that the present duty of 15 per cent. and 2 cents per sq. yard is too high. An all-round ad valorem duty of 30 per cent. would be exceedingly ample, for both protective and revenue purposes. At the present rate, when the

Foreign cost is 100. per sq. yard, duty will be		35. per cent.
90.	37.2	..
80.	40.	..
70.	43.5	..
60.	48.1	..
50.	55.	..
40.	65.	..

On many cheap lines of cottons the consumer would buy fifty per cent. cheaper had we no tariff, where 30 per cent. would be a sufficiently heavy tax. The tax of 65 per cent. may never be paid; but the tariff should not be so arranged that simple arithmetic will show that such a tax is within the bounds of possibility.

In the United States they have waged heavy war on the specific duties and have succeeded in doing away with them to a great extent. They press unfairly on the poor man, and although the arguments advanced in their favor are plausible, they are not practical. Let the people have the cheap grades

of goods if they want them and are willing to pay their hard-earned money for them. In the final tariff bill submitted by the United States Senate sub-committee to the Senate on March 3rd, we find the following change:

"Schedule 1, cotton manufactures, paragraphs 250 to 263, are all stricken out, and in place of the varying duties on cotton thread, yarns, spool thread, etc., therein imposed, which are some of them specific and some of them ad valorem, a uniform duty of 30 per cent. ad valorem is provided." This is an express denunciation of specific duties. Any one who has watched the changes in the U. S. tariff will agree that specific duties are considered unfair.

A BROADER CLASSIFICATION.

Another demand made last year by the dry goods men was a broader classification, with a uniform duty on each class. Then there would be no ambiguity, and all ports would be levying the same rates. It would obviate all embarrassing and harassing rulings and readings. The tariff has been made in pieces or sections and is not one harmonious whole. The classification desired is something like this:

- (1) All piece grey cottons, white cottons, denims, prints, etc.
- (2) All piece woolens, suitings, trouserings, overcoatings, mantle cloths, etc.
- (3) All dress fabrics, whether cotton, woolen or union.
- (4) All piece silk and ribbons.
- (5) All parasols and umbrellas.
- (6) All hosiery, gloves, underwear, etc.

This principle has also been adopted by the framers of the Wilson Bill, as the above quotation from the sub-committee's bill shows. Cotton goods are classified:

- (1) Printed Cotton Cloths.
- (2) Bleached Cotton Cloths.
- (3) Sized or Colored Cotton Cloths.
- (4) Manufactures of Cotton, N.E.S.

While the classification of the Wilson Bill is much simpler than that of the existing U. S. tariff; and the Canadian tariff should be much simpler still, as the advantages of it are obvious.

If there must be classification let there be no duty on raw materials, and let the duty increase according as the manufacture becomes more complete or elaborate. For example:

- (1) Cotton, raw—free.
- (2) Cotton, spun—10 per cent.
- (3) Cotton, spun and woven—15 per cent.
- (4) Cotton, spun, woven and bleached—20 per cent.
- (5) Cotton, spun, woven, bleached and dyed—25 per cent.

That is, the more work is done outside the country on the goods imported into the said country, the higher should be the

tax. Tax the product of foreign labor, and give home labor every opportunity. If taxing must be done, let it be done judiciously and scientifically. Such a scheme as this would encourage spinning, weaving and dyeing, and tend to increase textile manufacturing in Canada. Grey cottons do not need so much protection as shirtings, although when the rate is low uniformity may be desirable. Tax the most artistic productions the highest rate. Specific duties are the opposite; they cause the highest tax to be paid on the least artistic. Everybody says: "Let raw materials come in free, by all means." But they never think they are inconsistent when they say tax the raw material, which has undergone two of the manufacturing processes, 10 per cent. more than the raw material which has undergone four. If the raw material is free, the nearer the goods approach to raw material the less should be the duty. This is a vital principle in tariff making which our legislators have nearly always ignored.

WINNIPEG'S STATEMENT.

Winnipeggers are looking into the tariff. Here are some of the items they object to:

Horse clothing, woolen, 10c. per lb. and 25 per cent.

Gloves and mitts, 35 per cent.

Hats and caps, 30 per cent.

Cotton clothing, 35 per cent.

Woolen clothing, 10c. per lb. and 25 per cent.

Cotton shirts, \$1 per doz. and 30 per cent. On goods costing \$8.52 per dozen the duty equals $41\frac{7}{8}$ per cent., whereas on goods costing \$1.64 per dozen the duty equals $90\frac{7}{8}$ per cent.

Woolen cloth overcoating, 10c. per pound and 20 per cent. On goods costing \$1.95 per yard the duty equals $29\frac{1}{2}$ per cent., while on goods costing 39c. per yard the duty equals $83\frac{1}{2}$ per cent.

Hosiery, 10c. per pound and 30 per cent. On fine goods costing \$2.92 per dozen the duty equals 37 per cent., whereas on goods costing 49c. per dozen the duty equals $70\frac{3}{4}$ per cent.

Woolen hosiery, 10c. per pound and 30 per cent. On goods costing \$4.87 per dozen the duty equals $31\frac{1}{8}$ per cent., but on goods costing \$1.22 per dozen the duty equals $50\frac{1}{2}$ per cent. Any priced silk hosiery pays only 30 per cent.

Grey or unbleached cotton, 1c. per square yard and 15 per cent. On goods costing 6c. the duty equals $31\frac{2}{3}$ per cent. On goods costing 3c. the duty equals $48\frac{1}{3}$ per cent.

Flannelettes, 2c. per square yard and 15 per cent. On stuffs printed or dyed, 25 inches wide, costing 10c. per yard, the duty equals 30 per cent. On stuffs costing $4\frac{1}{2}$ c. per yard the duty equals $48\frac{1}{2}$ per cent.

Cotton quilts, 35 per cent.

Blankets, 10c. per pound and 20 per cent. On blankets costing 49c. per pound the duty equals 40-25 per cent., while on goods at 16c. per pound it equals $82\frac{1}{2}$ per cent. Such a duty as this makes importation of low grade blankets entirely prohibitive, and leaves the market for this class of goods altogether in the hands of a few Canadian manufacturers, with the result that the Government gets no return in duties, and the consumer pays more than is necessary for an article he is compelled to buy.

ST. JOHN BOARD OF TRADE.

The St. John, N.B., Board of Trade met on February 7th, and decided that none of the duties ought to come into effect until June 1st. This is too early. When parliament meets

they should pass a resolution declaring that no change shall come into force until six months after its becoming law. Goods are ordered from foreign countries now that will not be delivered until August, and no duty should be changed so as to put merchants who buy early at a disadvantage. This is an exceedingly important point, and one which the Government should not lose sight of. The date should be settled as speedily as possible after the opening of parliament, and the date for the enforcing of changes should not be earlier than September 1st, as far as dry goods are concerned.

CANADIAN TARIFF VS. WILSON BILL.

Owing to the difference in terms and classifications, it is not easy to compare the duties on manufactured goods in the proposed new Wilson bill and the Canadian tariff. The Montreal Gazette gives the following instructive list showing that the Wilson bill duties are still far higher in many respects than those in force in Canada:

	Canadian Duty p.c.	Wilson Duty p.c.
Grey cotton.....	24	25
Gingham and plaids.....	30	30
Prints.....	$32\frac{1}{2}$	30 to 40
Handkerchiefs.....	25	40
Thread.....	25	35
Velveteens.....	20	35
Towels.....	25	35
Clothing.....	35	40
Unenumerated Woolens.....	20	35
Blankets.....	50	25 to 35
Cloths.....	33	40
Coatings.....	36	40
Tweeds.....	32	40
Shawls.....	25	40
Cloaks, jackets, etc.....	31	45
Flannels.....	33	25 to 40
Shirts and drawers.....	30	40
Clothing.....	33	45
Piece silk goods.....	30	45
Hosiery.....	30	45
Ribbons.....	30	45
Shawls.....	30	45
Clothing.....	30	50

J. H. PARKS' VIEWS.

According to the Journal of Fabrics, John H. Parks, president of Wm. Parks & Son (Ltd.), operating the two large cotton mills in St. John, expressed views on the tariff question which are rather divergent from those known to be held by many others interested in cotton manufacturing in Canada. Mr. Parks takes the broad ground that a duty put sufficient to prevent the Americans from making a common slaughter ground of the Canadian market is ample, and that any duty which does more is excessive. He thinks that an ad valorem duty of 35 per cent. on any line of goods now made in Canada is enough, and is willing to admit that in some lines there is now more duty than is needed in the home manufacturers' own interests. By improved methods the home manufacturers ought to be prepared for a gradual reduction in the tariff, and those manufacturers who could exist on a low scale of duty have a better foundation for future prosperity than if they depended for their existence simply on a high rate of protection.



PITFALLS OF THE RETAIL TRADE.

Sixteen Pitfalls Into Which The Retailer May Fall,
Unless He Is Watchful and Vigilant.

FIRST PRIZE ESSAY.

By THOMAS R. BOOTHBY, BRACEBRIDGE, ONT.

IN dealing with this question of the pitfalls of the retail trade, the wideness of the field is recognized, the magnitude of the scope is apparent.

NO. 1—INSUFFICIENT CAPITAL.

It is comparatively safe to affirm that one of the greatest of the pitfalls into which retail merchants stumble is that of "insufficient capital." While there are cases where men have started business on a very limited amount of money and have made a decided success, the cases that prove the contrary are in the vast majority, and more particularly is this so at the present day. In years gone by, when competition was not as keen as it is to-day, men began in a very small way and in a few years had a very healthy bank account to their credit. The man of limited capital to-day finds himself confronted not only with keen competition but with well filled stores, and, in order to compete with his neighbors and supply the demands of his customers, he takes the false step of "overstocking"; his capital is too small for the stock he carries; the turnover is not active enough, and consequently when notes and drafts fall thick and fast he has not the necessary funds to redeem them, and the result is, in many instances, failure.

NO. 2—TOO LARGE PLACING ORDERS.

Another error, and one which is exceedingly prevalent, is the placing of "large spring and fall orders." The past year is not always a safe criterion upon which to base the expectations or hopes of the present year. With few exceptions seasonable and saleable goods can be had at almost any time, and it is not an essential to success to give large placing orders, but rather the reverse. Smaller spring and fall orders, except in the cases of the larger houses which import direct, and then frequent assorting orders will keep the stock cleaner and fresher, will distribute the liabilities more evenly and ensure greater success. Goods can be had from any of the wholesale centres within a few days after ordering, and if the freight and express charges are a little more frequent, and perhaps a little higher than a large shipment would amount to, at the end of the season the store shelves will not contain a lot of unseasonable and unsaleable goods which will have to be sacrificed in order to dispose of them, which means a loss to the merchant, in that the money that has to be paid for unsold and slaughtered goods could be used to discount the smaller assorting bills. This is a very important point with every successful merchant.

NO. 3—LACK OF SELECTIVE JUDGMENT.

The third pitfall is the lack of good judgment in selecting goods for his trade, and for the community in which he lives. Some lines of goods that sell rapidly in one part of the country

would be regular stickers in another part. It therefore behooves him to be cautious, to study well his trade, and to touch novel-
ties lightly unless he has a regular trade for them.

NO. 4—INSUFFICIENT TRAINING.

Insufficient training on the part of the merchant very often leads to failure. The farmer, who perhaps knows all there is to know about his business, and is shrewd and sharp as a farmer, conceives the idea that there is a fortune in the retail trade for him. He sells his farm, buys a general stock about which he knows comparatively nothing, puts up his sign, and then waits. He has not the experience that teaches him that he must push and keep a strict watch over his business; and the result is that in a year or two the money realized from the farm is gone, the stock is in the hands of a receiver, and he goes home a poorer but a wiser man. The same can be said about the school teacher who leaves his literary pursuits and embarks in the mercantile business; he is not able to compete with more experienced men, and therefore falls a victim through inexperience to the pressure of keen competition, and he is finally compelled to step down and out. The office man, the mechanic, and other inexperienced men all follow in the same trail. Sometimes the clerk, who is a good man as a clerk, but who does not possess in his physical and mental make-up the ability to control and manage a business for himself, makes the attempt, only to find, in a very short time, failure staring him in the face; and unless help arrives from some quarter he has to succumb to the inevitable.

NO. 5—LONG CREDITS.

Long credits, especially where the capital is limited, is a serious barrier to success. If merchants were only a little more just before they are generous in this respect, if they were more careful to whom credit is given, and when credit is given, insist upon settlement of account within a certain time, or discontinue the credit, how many, instead of battling with adverse winds and waves, would find themselves in comparatively easy circumstances, with money at their command to take advantage of the markets, and climbing to success instead of sinking to failure.

NO. 6—LACK OF FIRMNESS.

Firmness is an essential quality in every business man's life. The lack of it is often a hindrance to him and his business. To be true to himself and the best interests of his business, even at the risk of a slight offense, will in the end prove to be to his advantage.

NO. 7—NEGLIGENCE.

Negligence, or forgetfulness, especially where a large credit business is done, is a great source of shrinkage. Goods are ordered and sent out without any entry being made, and if the purchaser is dishonest—and dishonest purchasers are not all dead yet—the goods will never be paid for, and if they are not entered on his account when rendered he will never say anything about it; and he feels justified in doing so, for, as he says, he is getting even with the merchant. How many dollars are lost annually in this way! The customer is no richer, but the profits of the merchant are materially smaller. It pays to be accurate, even if it does take a minute or two to make an entry while another customer is waiting.

NO. 8—LACK OF COMMERCIAL HONESTY.

A lack of commercial honesty is often a serious barrier in the retail trade. The merchant who seeks to build up a trade with an inferior quality of goods may appear for a while to be

fairly successful. The prices will catch the customers for a time, but by-and-bye the customers will catch the merchant, for, as a rule, such goods are represented to be just as good as Mr. Smith's, who is selling his for a little more money; but the difference soon becomes known, the inferior goods do not give the satisfaction that the purchaser expects, no matter what the price was, and consequently he soon begins to try some other place. Thus a customer is lost and with him his influence. Good goods at a reasonable profit will ensure success, while inferior goods in the majority of cases will bring failure.

NO. 9—INATTENTION.

Inattention to business is another pitfall into which some men drift. They begin with all the vim and push that is necessary to make a business a success in this day of keen competition, and while these last business is successful. But they cannot stand prosperity; their hold begins to relax; they go in for a good time outside of their business and during business hours—but for all this they have to pay dearly, and soon the business, which might have continued to prosper, goes down through the inattention of the principal.

NO. 10—INDIFFERENT CLERKS.

Indifferent clerks, or those who have not the interests of their employers at heart, and are merely eye servants, are a positive detriment to any business, large or small. All they are looking for is their salary at the end of the week, without a thought of trying to increase the volume of business or of making their presence felt in the business for good. The clerk who is thus minded will often assist his employer on the road to failure, and if an attempt is ever made by him in a business of his own, he will in a very short time be found in the list of insolvents.

NO. 11—THE DISHONEST CLERK.

The dishonest clerk is to be dreaded even more than the former one, for while the one appropriates that which does not belong to him—his employer's time—the other goes a step farther, and he appropriates that which belongs to somebody else and is in a more tangible form. Beware of the dishonest man, for any business upon which he operates, if time be given, will surely fall.

NO. 12—BAD STOCK KEEPING.

It always pays to keep the stock neat and clean, as "bad stock keeping" is one of the loopholes which serve as an exit for profit, but never as an entrance for gain. It cannot be considered an advantage to have a stock so mixed up that when a customer asks for an article it takes the salesman perhaps five minutes to find where it is; but, on the other hand, if the stock is kept trim and bright and free from dust and dirt, well assorted, and everything in its place, a great deal of time can be saved both for the customer and the salesman. A well kept stock will always commend itself to the public, whereas a badly kept stock will depreciate in value, will always present an unsightly appearance, and will never act in the capacity of a loadstone for business.

NO. 13—LARGE EXPENSE ACCOUNT.

Watch the expense account. This thought should never be lost sight of by the merchant. But how often are the expenses of a comparatively small business equal to that of a much larger one! This is due to mismanagement on the part of some one, and if great care be not taken, the expense account will exceed the profits, and the result is too well known.

NO. 14—EXTRAVAGANT LIVING.

Extravagant living in the home and family of the merchant will never assist him on the road to success. His family expenses should be governed by the volume of business done, and by the net gains accruing therefrom.

NO. 15—NEGLECT TO HAVE COPIES OF ORDERS.

It is quite a necessary thing for a merchant to ask for and insist upon getting a copy of all spring, fall, and sorting orders, for by so doing he has before him a memorandum of what he has bought. It keeps him from overlapping orders, and having the same goods coming in from different houses, and if the whole order is not shipped at once, the copy is there as a reference for what is to follow, and, knowing what he has bought, he can govern himself accordingly. It is also a check on stuffing, which is not entirely done away with yet, and which, in many instances, does the retail merchant more harm than good.

NO. 16—LACK OF A TRADE JOURNAL.

Frequent consultation with a good trade journal brushes away the cobwebs from the mind of the merchant, furnishes good food for thought, and gives him an intelligent idea of what is going on in the commercial world.

Merchants who disregard these principles will, as a rule, be found among those who do not make a success of the retail trade.

MUSKOKA TOMMY.

THE AWARDS.

THE results of the Prize Essay Competition, which closed on February 15th, are shown in the following letter:

Editor, DRY GOODS REVIEW:

Sir,—We have examined the twenty-two essays submitted to us by you, on the subject of "The Pitfalls of the Retail Trade," and make the following awards, in accordance with the regulations laid down in your journal. We would also state that all *nom de plumes* were handed us in sealed envelopes, and that we are confident that the competition was carried on impartially and according to agreement. The five essays ranked next after the three prize essays were almost as good as the first three, falling short only by a few points.

First prize, \$20.—"Muskoka Tommy,"

Thomas R. Boothby, Bracebridge, Ont.

Second prize, \$10.—"Tact, Push and Principle,"

R. E. Cooper, Victoria, B.C.

Third prize, \$5.—"Yardstick,"

Walter H. Lindsay, Milton, Ont.

HONORABLE MENTION.

"The Deacon"—N. Hockin, Aurora, Ont.

"Frontier"—J. T. James, International Bridge, Ont.

"Lady Elgin"—A. A. Doupe, Alymer, Ont.

"Fergus McAul"—Wm. McGiffin, Ottawa, Ont.

"Tam O'Shanter"—Wm. Macklin, Stratford, Ont.

Yours truly,

STAPLETON CALDECOTT,

T. O. ANDERSON.

Quite a number of the essays were from subscribers in the Northwest and Maritime provinces, showing that THE REVIEW visits every town in the Dominion. The second prize goes to Victoria, British Columbia.

TRADE IN MONTREAL.



HE volume of trade in dry goods has been subject to some fluctuation during the past month, with occasional dull spells, but, taking matters as a whole, business in dry goods has been satisfactory. The early part of the month witnessed a fair degree of activity, which was followed by a brief period of quietness. This rest, so to speak, seemed to be beneficial, for trade opened up, if anything, more active after the brief respite, and the closing weeks of the month witnessed a genuinely brisk business in all branches, a feature of the demand being that it was for good assortments of all kinds of spring supplies.

The demand for domestic staples has been brisk throughout the month, more especially for white cottons. Colored goods were rather quiet early in the month, but later a better enquiry sprung up. A drawback in this connection in domestic goods is the limited variety of patterns, which compels many buyers to take hold of imported lines from force of necessity. It is satisfactory to note, however, that the Canadian mills are steadily advancing in this respect, as the range of goods they offer each succeeding season attests.

Recent reports from many points state that owing to the very mild weather recently, there has been more than the average activity in retail circles, and that for this reason spring stocks have already been well broken into. It is expected, therefore, that the sorting demand will commence earlier than usual.

Mill agents claim to be well booked ahead for white cotton, while there are no large accumulations of colored goods, as was the case in former seasons.

With regard to payments on the 4th of March, there is considerable diversity of opinion. On the one hand many houses complain that the renewals were larger than last year. It may be admitted that there is some possible ground for complaint, but it would seem that many who are complaining are more pessimistic than the actual circumstances warrant. It may be interesting to note that three of the largest houses in the trade, whose connections extend from the Atlantic to the Pacific, and whose experience therefore should be a good criterion, report that fully 65 per cent. of their maturing paper on the 4th was met. This is certainly a pretty fair showing considering the circumstances which have ruled this season.

The question of long credits is, thanks to the article in THE DRY GOODS REVIEW, attracting more attention down here, and several of the local trade papers here have taken up the cue given them and made use of the facts so kindly supplied them in the columns of this paper on which to base their arguments why credit should be shortened.

There was a very interesting occurrence during the past month here in connection with the difficulties of a St. Catherine street retail dry goods firm who, for certain reasons, shall be nameless. It was a pleasing demonstration of that very attractive sentiment, the love of one brother for another and what stretches it will lead to. The firm in difficulties which shall be A, for convenience, had been cutting into B's trade. B is a down-town merchant, and does a pretty big trade, so he could stand it. Now A is a brother of B, yet when the former was compelled by circumstances to call a meeting of his creditors B did not allow the competition which he had been subjected to,

to have any weight in preventing him from stepping to his brother's assistance. Several meetings of the creditors were held and the affairs of the firm investigated by B, and finally at a meeting of creditors, held on the 3rd of the month, he quietly asked them to present him with the amounts which were now due and they would be paid, while the other payments would be met as they matured. This offer naturally was accepted and A, through his brother's kind action, was enabled to carry on business. The obligations which B assumed were not light by any means, as the indebtedness of A amounted to a tidy sum. Incidental to this some other interesting developments have sprung up. It appears that A, previous to his venture in Montreal, did business as a buyer in England for Canadian houses. When he left England he appointed a representative of the Hebraic persuasion and of German extraction as his representative, giving him power to purchase goods in his name. The follower of the old dispensation rewarded A for this confidence by purchasing goods to a considerable extent, selling them and pocketing the proceeds, and then vanished. Now the sellers of the goods, who are mostly French and German, are trying through the instrumentality of a Montreal lawyer to make A pay for his agent's peculiar business methods. A says he never received the goods or even an invoice, and has determined to contest the matter in the English courts.

The agents of the woolen mills report that they have so far received orders from wholesalers for supplies quite equal to those for the corresponding period last year.

S. Greenshields, Son & Co. have been very busy during the month. Their staff have been back three nights out of every week since the 5th of the month, and they report that their sales for every week since the 1st December, when their year opens, have been larger than last year, despite the fact also that trade last season was remarkably good.

Jas. Johnston & Co. report a great run on their extensive assortment of narrow velvet ribbons in colors and blacks, narrow watered, narrow satin and narrow moire ribbons. For every piece sold last season they are selling twenty this.

Hodgson, Sumner & Co.'s fine assortment of silks has received the attention it deserved. Both orders from travelers and letter returns have been very satisfactory in this respect.

Wm. Agnew & Co. are doing a big trade in serges and chevots, estamene and wide wale. In fact their trade in all kinds of dress goods has been quite satisfactory, and the same is to remark regarding their line of Peau de Soie and Merveilleux silks.

Wm. Agnew & Co. note a return in the demand to crepe trimmings. They hold Courtold's make of this line.

Jas. Johnston & Co. have been turning over quite a large quantity of their art muslins. This is a large line with them.

Peter Schneider's Sons are showing a beautiful range of furniture coverings and trimmings. The new season's goods are very artistic and tasty.

The extensive line of spring neckwear offered by Glover & Brais has received due attention. Their line of four-in-hand ties in polka dots is a very handsome one.

Cables to S. Greenshields, Son & Co. note an advance of 3d. to 6d. in the price of Wilton carpets. This is equivalent to a rise of from 10c. to 15c. duty paid on spot.

Mr. Matthews, of Matthews, Towers & Co., pays a high compliment to the merits of THE DRY GOODS REVIEW as an

advertising medium. He attributes numbers of orders for the firm's patent Towers brace, the merits of which we have dwelt upon, to this cause.

Brophy, Cains & Co. had a good run on their extensive assortment of high-class dress goods, both in fancies and blacks. Their line of trimmings also sold very well right through the list.

Thouret, Fitzgibbon & Co. are getting in their supplies of spring gloves. Their stock comprises a complete assortment of French gloves. They are prepared to execute promptly orders for any description of these goods now.

Thibaudeau Bros. have greatly extended their trade in corsets and oilcloths during the past season. It has grown to such an extent that they have been compelled to enlarge their premises by leasing Nos. 34 and 36 St. Paul street, next to their old warehouse. This extra space will be devoted solely to their carpet and oilcloth department.

The demand for Priestley's dress fabrics keeps growing all the time. S. Greenshields, Son & Co.'s turnover of these goods has been a very large one during the month. They note also that buyers this spring don't seem inclined to stock up far ahead on domestic staples, but take them as they are wanted and much oftener.

Matthews, Towers & Co. have been pushing their line of negligé shirts. An advantage which they offer buyers is that they send out no stock goods, but every order of these goods is shipped out according to the requirements specified by the individual customer.

The question of the dry goods championship in hockey has occasioned considerable interest in Montreal. The two teams which have tied were those of Gault Bros., and Jas. Johnston & Co. Thursday, the 8th, the Victoria rink was the scene of the final struggle between the two teams. The game was a fast one considering the state of the ice, both teams showing what they were made of. The result was one to nothing in favor of Gault Bros. & Co. Previous to this game both teams had played a tie game, one to one.

INTERESTING TO RETAILERS.

JUSTICE BAIN delivered judgment this morning, says the Winnipeg Free Press, in a suit of Robinson v. Taylor, which involved the question of the liability of a man for goods ordered by a wife after she had left him. The plaintiffs, Jerry Robinson & Co., sued the defendant, Edward Taylor, of St. Norbert, to recover \$137, for goods supplied to defendant's wife. At the time of the purchase the wife was not living with the defendant, but had left him and gone home to her mother's. Defendant denied his indebtedness, and claimed that the goods were never delivered to him or to anyone by his order, and that he was not responsible for the amount. The bill was never rendered to him, and the first he knew of it was upon being served with the writ in the suit. Defendant is well able to pay, having several farms and a large herd of cattle and horses. At the trial before Judge Walker a verdict was entered for the plaintiffs for the full amount claimed. Defendant appealed, denying his liability, but plaintiff claimed all the articles were necessities supplied his wife, therefore he was liable.

His lordship allowed the appeal, with costs, the verdict to be set aside and a verdict of non-suit entered, with costs. His lordship held that the evidence showed that Mrs. Taylor left her husband without his consent, and the separation did not take place by mutual consent. It also failed to justify the con-

tention that it was on account of defendant's neglect to provide for his wife that she was compelled to leave him. She had no implied authority to pledge his credit for even necessities, and even if she had authority to purchase necessities for herself, it had not been shown that the goods were necessities. The circumstances under which Mrs. Taylor bought so large a bill of goods should have made the plaintiffs cautious.

THE WRITER OF THE PRIZE ESSAY.

THOMAS R. BOOTHBY, who was the fortunate winner of the First Prize in THE REVIEW'S Prize Competition, is a man who, though but 31 years of age, has seen a great variety of mercantile life. Although born in Newmarket, he has spent most of his life in Collingwood, where he attended school, acted



THOMAS R. BOOTHBY.

as clerk, and for three years engaged in the dry goods business under the firm name of Smith & Boothby. He is well educated, having spent two years at the Northwestern University at Evanston, Ill. He has clerked at various times with Telfer Bros., Collingwood; Bernard Callery, of the same town; Schlesinger & Meyer, Chicago, and Spencer Bros., Collingwood. He has for the past eight months been

with R. J. Vincent, dry goods merchants, Bracebridge.

The characteristics of Mr. Boothby's essay are a broad view, a sticking close to his subject, an avoidance of verbosity and grandiloquent effect, a straightforwardness of argument, and a good arrangement. What Mr. Boothby had to say, he said, and then quit, a point which inexperienced writers—and experienced ones too—often forget.

MONTREAL PERSONALS.

WM. AGNEW, of Wm. Agnew & Co., left on the Lucania for his spring trip to Great Britain and the continent.

Mr. Matthews, of Matthews, Tower & Co., who probably knows Manitoba and the Northwest as well as any man in the trade, is at headquarters at present.

Duncan McNaughton, of Jas. Johnston & Co., was in off the road the other week.

W. B. Foster, of Thouret, Fitzgibbon & Co., is detained from the road through the serious illness of his mother.

On the evening of the 4th the employees of Messrs. Caverhill & Kisson, wholesale millinery merchants, St. Peter street, assembled in full force at the St. Elmo restaurant, McGill street, the occasion being the presentation of a handsome gold watch and chain to their bookkeeper and financier, R. J. Cooke, as a token of the esteem in which he is held by all of them.

The Merchants' Manufacturing Co. have built a magnificent addition to their already capacious buildings. The new part is 100 feet wide and 200 feet long. They have put in 300 new looms and a large compound engine. When everything is in good order and all arrangements realized, they expect to employ over 600 hands.

ONTARIO'S ASSIGNMENT ACT.

FROM time to time we have shown the various decisions on this act. It was passed to prevent unsatisfied judgments being satisfied after assignment, as the common law allowed. But the judges thought it ultra vires of the Ontario Legislature, because "bankruptcy and insolvency" were reserved to the Dominion. But the British Privy Council is supposed to know more about the Canadian constitution than Canadian judges, and they have recently decided that the act is intra vires.

The Toronto News puts it nicely when it says: "In every case of recent assignment where the estates had not been distributed the execution creditors have been knocked out. There is no more rushing to Osgoode Hall to get judgment against a business man when he shows signs of weakening, as was the custom formerly. The law as now established gives no preference to those who get judgment immediately before a man assigns.

"The custom that prevailed during the past year was one of inequality toward creditors. Those who happened to learn first of the probable assignment got the legal machine in operation, and in a few hours had judgment at Osgoode Hall. If obtained before the assignment was made the holder of the judgment would gobble all the estate and leave little or nothing for other creditors.

"A case in point is that of Thomas Robertson, brickmaker, of Carlton West, who assigned last December to G. M. Gardner. The Bank of Toronto got judgment just before for \$1,400 which covered the assets, and nothing could be done for the other creditors. Now the bank is knocked out, and will rank as an ordinary creditor."

CUSTOMS FRAUDS.

CUSTOMS frauds are becoming very common on this continent. A huge swindle has been discovered in New York. For the past eight months merchandise has been arriving in Quebec addressed to Charles Hartmann, and in Montreal consigned to George Carter. But neither men have put in a claim for their goods. About 60 cases are in Quebec, and 68 in Montreal. Pitt & Scott, forwarding agents, New York, seem to have sent most of the cases.

The trick was this: Goods were shipped to New York in cases. While in bond there, the goods were taken out, and rubbish or export goods put in, and the cases reconsigned in bond to Canada. Some that came to Quebec contained only rubbish, old paper, and bricks. Some that came to Montreal were re-shipped to Hamburg. The object was to get goods into the United States duty free, and it succeeded—for a time.

DECEIT IN PRINTS.

WHOLESALE and retailers have become so used to deceit in goods that in many ways they are unable to state what part of their business methods would, to an unprejudiced critic, seem to be unjust. The little tricks of the trade are, seemingly, necessary; in many cases these tricks are merely the suppression of something which it would do the consumer no benefit to know. Still, there are such cases as the breaking of moral and business principles—and both classes should be exactly alike—by mere omissions. It is said that large quantities of print seconds have been sold this year as firsts. They may not have been called firsts, but the buyers undoubtedly

bought them as firsts, and the deceit is equally as great as if it had been active instead of passive.

Such practices as these cannot be too strongly condemned. A wholesaler or jobber has no right to degrade himself or his salesman—especially the latter—for the sake of a paltry gain to himself. The consequences of such acts are stupendous.

RAW WOOL NEWS.

UNSETTLED is the tariff in the U. S., but the Senate's committee on finance left raw wool on the free list, where it will undoubtedly remain. The U. S. market does not offer much encouragement to Canadian exporters, and U.S. wool is still coming into Canada. It is said that an Ontario mill bought 30 tons recently at 19½ cents. Prices are as follows: Greasy Cape, 13½ to 16c.; Canadian fleece, 18 to 19c.; B. A. scoured 28 to 34c. In pulled wool, 20 to 21½c. is quoted for supers; extra 23 to 26c.; Northwest wool, 11 to 14c. as to grade; and British Columbia, 11 to 12½c.

THE U. S. WOOL CLIP.

To the wool clip of 301,538,138 pounds must be added the annual product of pulled wool, regarding which definite statistics have never been secured. The Department of Agriculture "estimates" the pulled wool for 1893 at 47,000,000 pounds, which points to a total product of 348,538,138 pounds of wool, an increase of 15,519,733 pounds over the clip of 1892, or 4.66 per cent. This total represents the largest production of wool in the history of the United States, exceeding that of the year 1883, hitherto the year of largest growth, by about 10,000,000 pounds. Totals for the past eight years have been as follows:

PRODUCT OF FLEECE AND PULLED WOOL IN GREASE.

	Pounds.	Decrease.	Increase.
1886.....	323,031,026		
1887.....	302,169,950	20,861,076	
1888.....	301,876,121	293,829	
1889.....	295,779,479	6,096,642	
1890.....	309,474,856		13,695,377
1891.....	307,401,507	2,073,349	
1892.....	333,018,405		25,606,898
1893.....	348,538,138		15,519,733

LONDON WOOL SALES.

At the wool sales in London on March 5th, 6,000 bales were offered. There was a moderate showing of cross-breds, and the competition was spirited, especially for the better grown fleeces. Inferior merinos sold slowly, the tendency being slightly in buyers' favor. Cross-breds were in keen demand by the home trade, and brought full prices. American buyers operated moderately. Following are the sales and prices obtained: New South Wales, 2,500 bales, greasy, 4¾ to 10d.; Queensland, 1,000 bales, greasy 5¼ to 9½d.; Victoria, 1,500 bales, greasy, 7¼d. to 1s.; South Australia, 1,200 bales, greasy, 4¾ to 7½d.; West Australia, 100 bales, greasy, 4½ to 7d.; New Zealand, 500 bales, greasy, 7½ to 10½d.

Robert Fair, a well-known dry goods merchant of Peterboro', Ont., has been president of the Board of Trade there for some time. He recently delivered his annual address, which showed a broad grasp of trade matters. He has been re-elected for a third term, showing that his fellow merchants respect his ability.

BOARD OF TRADE ELECTIONS.

SARNIA.—President, James King; first vice-president, R. Kenny; second vice-president, R. Wanless; treasurer, T. W. Nisbet; secretary, C. S. Ellis. Council—W. J. Proctor, T. Symington, E. Wood, A. C. Clark, D. Milne, D. Barr, Dr. Poussette, J. Cowan, H. Gorman, Dr. Vail.

COLLINGWOOD.—President, H. Y. Telfer; vice-president, W. T. Toner; treasurer, E. R. Carpenter; secretary, W. J. Slean. Council—J. J. Long, J. Brydon, W. A. Copeland, James Guilfoyle, John Wilson, W. A. Hogg, C. Cameron, B. Callary.

ST. HYACINTHE.—President, P. F. Payan; vice-president, C. Pagnuelo; secretary, Dr. Ostigny. Council—Fremont St. Jacques, J. B. Brousseau, E. H. Richer, E. R. Blanchard, H. T. Chalifoux, J. Seguin, G. W. Henshaw, jr., O. Gendron.

EDMONTON.—President, John Cameron; vice-president, J. A. McDougall; secretary, Isaac Cowie; treasurer, James McDonald. Council—M. McCauley, James Ross, C. F. Strang, W. Johnstone Walker, T. W. Lines, G. R. F. Kirkpatrick, T. Bellamy, J. T. Blowey.

WOODSTOCK.—President, D. W. Karn; vice-president, J. McIntosh; secretary-treasurer, J. G. Wallace. Council—John White, John F. Stewart, John M. Grant, J. J. Hall, R. Whitelaw, A. Pattullo, James Sutherland, M.P., M. Douglass, J. Scott, T. H. Parker, W. G. Clarke, J. R. Huggart. Arbitrators—T. W. Gray, C. M. McCuaig, R. T. Crawford, J. Morrison, Dr. A. M. Clark, Dr. McLurg, G. Clarkson, Dr. A. Mackay, F. W. MacQueen, J. Brady, A. Gardner, J. Mitchell. Auditors—C. M. McCuaig, Dr. Rice.

LINDSAY.—President, D. Ray; vice-president, A. F. D. Macgachen; secretary-treasurer, J. H. Sootheran. Board of Directors—E. Flood, Richard Sylvester, S. Hughes, M.P., G. W. Beall, A. Campbell, W. Flavelle, R. Ross, J. Kennedy, Col. Deacon, J. B. Knowlson, S. D. Flavelle, Richard Touchburn. Arbitration Committee—G. H. Wilson, T. Armstrong, S. Hughes, M.P., Hon. John Dobson, Col. Deacon, George Ingle, J. D. Flavelle. Railway Committee—Col. Deacon, A. F. D. Macgachen, John Kennedy, F. C. Taylor, S. Hughes, M.P.

TRURO, N.S.—President, G. Clish; first vice-president, C. E. Bentley; second vice-president, E. E. McNutt; secretary-treasurer, G. A. Hall. Executive Committee—R. T. Craig, J. E. Bigelow, W. H. Snook, R. F. Black, R. J. Turner, F. McClure, T. M. King, S. M. Bentley, A. J. Walker, H. R. Ryan.

CHATHAM.—President, P. D. McKellar; vice-president, A. Lamont. Council—Messrs. Rispin, Malcolmson, Scholfield, Stone, Piggott, Sheldon, Ross, Stevens, McIntosh, Marx, Sutherland. Board of Arbitration—Messrs. Stevens, Martin, Malcolmson, Morton, Van Allan, Stringer, J. A. Walker, A. Lamont, Thomas Stone, J. Piggott, M. Campbell, A. St. L. Mackintosh.

PORT ARTHUR.—President, W. C. Dobie; vice-president, James A. Fraser; secretary-treasurer, H. A. McKibbin. Council—George T. Marks, D. F. Burk, J. J. O'Connor, S. W. Ray, F. S. Wiley, George W. Brown, Joseph Brimson, W. J. Bawlf, Joseph G. King, George Hodder, W. W. Russell, J. F. Meikle.

NEWCASTLE, N.S.—President, James Brown; first vice-president, P. Hennessy; second vice-president, W. A. Hickson; secretary-treasurer, D. Morrison. Board of Management—J. D. Creaghan, C. E. Fish, T. W. Crocker.

NEW WESTMINSTER.—President, John Wilson; vice-president, T. J. Trapp; secretary-treasurer, D. Robson. Council—D. S. Curtis, C. G. Major, Mayor Hoy, A. J. McColl, D. J.

Munn, G. D. Brymner, J. W. Creighton, W. A. Duncan. Board of Arbitrators—The above council and J. G. Scott, W. H. Keary, C. E. Woods, James Johnston.

BRAMPTON.—President, E. O. Runions; vice-president, G. R. Anderson; secretary-treasurer, Henry Roberts. Executive—W. A. McCulla, James Golding, Luther Cheyne, M. E. Holden, A. F. Campbell, M.P.P., and the President.

MR. SUMNER AND A TECHNICAL SCHOOL.

THE Montreal dry goods trade was given a reception in the Y.M.C.A. hall recently. An excellent programme of readings, songs, and recitations had been arranged, but the feature of the evening was the address of George Sumner. Dry goods was the subject of his talk. In the first place he sketched the growth of the cotton and woolen industry in Canada. The first cotton mill was opened in 1869, with eighty looms. In 1873 the big Hochelaga mill was erected. To-day about fifteen millions of dollars were invested in cotton manufacturing. In woolen mills and their plant there were invested about ten million dollars. Then Mr. Sumner turned to the practical side of his subject. The cry was for better men and more of them. A special course of training had been arranged for the engineer, the physician, the electrician, but the salesman had to learn his business in the old way. Mr. Sumner suggested that a textile technical school should be established here. In this school clerks could be taught the nature of goods, the manner in which they were constructed, so as to be able to distinguish good cloth from bad, to tell how they were woven, the manner of dyeing, and all other matters connected with the qualities of different fabrics. Lectures should be given regularly, samples kept, microscopic examinations held, mills could be visited, and then at the end of each session, say in the spring, the pupils should be examined by the dry goods section of the Board of Trade. A first-class certificate should only be given at the end of a three years' course, and then these certificates would be recognized by the trade. The result would be that a class of men would be trained up who would thoroughly understand the goods they were selling. He said that already steps were being taken to organize such a school. The attendance at the reception was large, and all enjoyed it thoroughly.

THE BOOK OF THE FAIR.

NUMBER Four of the Book of the Fair has arrived, and the Bancroft Publishing Co., Chicago, show that they have spared no pains in producing a most excellent and thorough record of the greatest of the century's fairs. This number contains an account of the naval exhibit, and of other American manufactures, the most striking being the silver exhibit of Tiffany & Co. and the Gorham Mfg. Co. The cuts showing the silverware are most natural and distinct.

Number Five shows the cut glass exhibit, and incidentally shows the Columbus pipe. Then opens the ninth chapter, showing the foreign manufactures, and among these are illustrations of the Canadian section.

Number Six has a full page illustration of the Lion Fountain and Obelisk on the Grand Basin, and continues the foreign manufactures. Krupp's gun works are a feature of this. Chapter ten, on the liberal arts, opens with educational and similar exhibits.

This work is expected to reach 25 numbers, and sells at a dollar a number.

CLOAKS AND MANTLES.

CLOAKS are selling well for spring, but mantles are selling even better. The developed shoulders and sleeves of the season's dresses makes jackets at times extremely unsuitable, and consequently capes are coming more to the front. Spring mantles have sold well considering the state of trade.

Winter mantle samples are coming forward; the styles are not strikingly new, but values are better than last season.

The leading feature of the fine jackets for spring is the braid trimming—row after row of narrow braid being placed on the small shoulder or butterfly capes. Rows of braid are also run around the waist or around the skirt.

S. F. MCKINNON & CO.

S. F. McKinnon & Co. have eight special travelers out with samples of fall and winter capes, and report first orders to be very encouraging. They have a larger range than ever, and claim to have some striking values.

Their stock of spring mantles is yet well assorted, despite the fact that they have all placing orders filled. They have tried to anticipate the sorting orders and have made considerable effort to have this part of their trade a success.

ALEXANDER & ANDERSON.

Alexander & Anderson are busy filling orders for spring capes of which they have manufactured large quantities this season. Although this is their first season as designers and manufacturers, they have undoubtedly done the largest volume of business ever done by a Canadian house. They are still filling sorting orders, although they have been busy getting their fall samples ready. Their New York designer is producing an exceedingly natty line of graceful cut style and trimming, which will be able to successfully withstand the competition of foreign made goods. Their range for fall will be one of the largest on the road, and will certainly be inspected by live merchants before their orders are completely placed. There is no reason why jackets made in Canada, by skilled labor and from Canadian and imported cloths, should not be sold below all other similar goods on the market at the present rate of duty. This firm claim to be doing this, and at the same time producing superior goods. While capes ran in the spring, jackets will be strong for fall and winter. Jet, fur and braid trimmings will predominate, and some very special features in backs and collars will be introduced.

THE LONDON FUR SALE.

IN the catalogue of sale, a volume of narrow folio of 200 pages, the quality of each "lot" is marked with scrupulous care, with notes, when needed, stating that the skins, are damaged by shot, unusually large or small, dark of pale, wooly or rough, or "cubs," in the case of bears, dyed or stained, choice, poor, middling, or specimen skins. It is the fairest sale in the world; a model of lucid order. It seems at first that no one looks at the skins at all except the porters, who are packing them and pressing them into bales.

Men come staggering down the stairs under shaggy piles of wolf skins, with the grinning heads clustered round their ears, or stamp on piles of bear hides between upright columns of steel; but no one scans the shelves where the furs lie double stacked, like books in a warehoused library. Then, of all incongruous jumbles of thought, the mind travels back to Lord's cricket ground. Figures in long white linen coats and tall silk

hats, the traditional costume of the cricket umpire, are standing at tables piled with furs, but instead of the batsman's "blazer" under their arms are tucked bundles of sable, marten and beaver.

They are buyers and merchants, inspecting samples, and guarding their broadcloth in white smocks. Judgment is passed, not only by the quality of the fur, to which the catalogue is almost a sufficient guide, but by the soundness and texture of the skin itself; and the dry, yet still oily skins, hide outward, are fingered, scanned, and criticised with the deftness and certainty born of long experience.

These raw skins often bear curious marks from the hands that first stripped them from the mink or musquash in the fur countries. Laconic Indian letters are found scratched or painted on the skins, sometimes in picture writing, like the Indian letter transcribed by Marryat in his "Settlers in Canada"; more often the Indian message is written in Roman characters, and occasionally words of old French, the legacy of the days of Montcalm, are recognised among the greetings sent by the Indian hunter to the trader or the tribe.—The Spectator.

SHORTER CREDITS.

THE DRY GOODS REVIEW has been harping on the strain of shorter credits for some time, until perhaps our readers are getting weary. But in spite of all that has been said we cannot forbear to quote the Trade Bulletin of Montreal. In a recent issue it says: "If the long credit system which for many years has been associated with this line of business could be curtailed, all departments would be benefitted by it. The idea of allowing fall goods to be delivered before the notes given for spring goods become due, and vice versa, is a wrong that certainly calls for a remedy, as it is admitted by dry goods men themselves that drastic measures should be applied if need be to put a stop to the unwarranted long credit that is being given."

Again, it says: "Regarding the long credits referred to in our last issue, we are informed that notes for goods sold in January last have been dated April 1st at six months. This bears out our repeated assertions of the long credit system in the dry goods trade. In all probability some of this paper will be renewed next October."

These are quoted to show that all the wisdom of the country is not bound up between the covers of the REVIEW, and also for the purpose of confirming the doctrines we preach.

THE JUTE AND JUTE GOODS MARKETS.

THE imports of jute yarns into the United States from Dundee for five years past were as follows: In 1889, 13,994,500 pounds; 1890, 12,220,600 pounds; 1891, 3,449,600 pounds; 1892, 3,415,500 pounds; 1893, 3,121,200 pounds.

The U. S. consul at Dundee reports that the jute trade there is in bad condition, the price of the raw material having risen without a corresponding increase in the values of yarn and cloth. The reasons for the rise in jute are a shortage in the crop, and speculators' tactics, while dull business keeps down the price of the manufactured article. In cheap goods the competition of the Indian jute mills is another disadvantage to the Dundee trade. In 1889, 372,480 tons of jute were imported into Great Britain. In 1893 the imports were 278,634 tons. A large part of this decrease is probably to be accounted for by the increase in the number of jute mills in India.

THE SILK SITUATION.

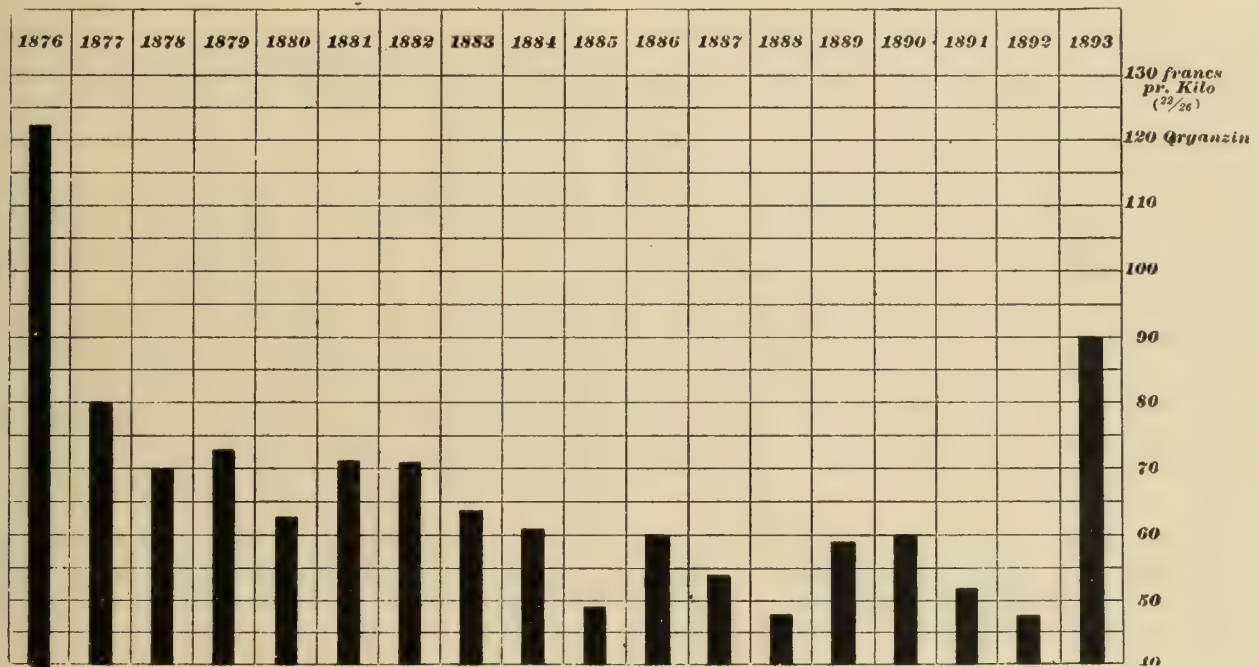
THE accompanying chart shows the fluctuations of raw silk since 1876. It will be seen that since raw silk touched 122 in 1876, it has since been very low, and in 1892 was extremely low. In 1893 it rose until it went past 90, but has since fallen a few points owing to the decreased demands from the United States and other countries. It was a boom in raw silk, which seriously affected prices of manufactured goods, which advanced from 15 to 25 per cent. A number of buyers were caught, among them being some Canadians.

The latest advices from Lyons says : There is no increase of activity for the looms, and the manufacturing situation generally does not show much of an improvement, the low prices of the raw material not being sufficient inducement for manufacturers to make goods which they are not certain to sell. Some prepara-

same cannot be said of the export trade and the absence of orders from countries outside of the continent is felt. There are some buyers in the market, but they are making only moderate purchases. While nearly all the lines of goods made in this district are in some movement, taffetas, striped and checked, merveilleux and surahs finding buyers, there is only one article in which the business is satisfactory, and which gives employment to the looms adapted for it to their fullest capacity. This article is moire. In colored, plain, and changeable surahs some important transactions are reported at low prices.

MAKING PAPER YARNS.

A BRIEF description of the making of the new paper yarns is given in The Boston Commercial Bulletin as follows :
"In the machine for making them is a tank containing



CHART, SHOWING FLUCTUATIONS OF RAW SILK SINCE 1876.

tions have been made for fall, but, so far, the orders for next season have not materialized, the uncertainty as to what will be worn being too great for buyers to order at such early stages.

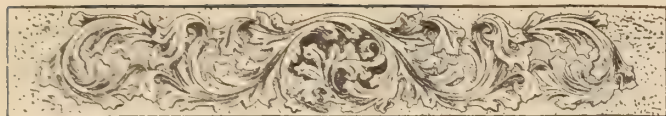
Consuming markets, while they are improving, are not in a temper to facilitate the early development of the demand on advance orders, and until these are placed the manufacturing activity cannot increase much.

The latest from Crefeld is that : The manufacturing situation shows some improvement, but not sufficient to be worthy of comment. As wholesale houses are not selling much, their re-assortment orders with manufacturers are not heavy. In some lines also existing stocks, while not too heavy, are sufficiently abundant to meet all demands. This is the case for cheap piece-dyed goods. But in the better grades the activity of the looms is increasing.

From Zurich despatches to the Dry Goods Economist we learn that : The demand for silk fabrics keeps up fairly, but the weeks follow without resembling each other, and some give less satisfactory results than others. As far as the European continent is concerned, there is little to complain of in the general consumptive demand for silk fabrics, retailers having operated rather freely in making their purchases for the spring. But the

paper pulp and gauges for regulating the supply of pulp as it drops through tubes down to rollers. The thickness of the pulp is sufficient to hold it intact. As the attendant turns a wheel, a shaft communicates power to gears, and those in turn revolve a cam which gives an eccentric motion to the set of rollers. Hence there is a continual rubbing motion on the strands of pulp as they pass through a heating cylinder. A steam pipe admits steam to a gauge, then into this cylinder. Thus the yarns are dried. Next the yarns pass down to the spinning apparatus. The cylinder turns a belt which revolves spindles. The spindles rest in bearings. There are rings like in regular frames. The winding is done as in common frame.

"The texture is the regular plain weave. Eight harnesses are needed, and the drawing in is made in such way that blocks or unwoven threads are made. Between each block comes the plain weave by which the sets are held together. In the completed mat there would be sufficient sets to give full size for floor use. Each square is about one inch in size. Of course they can vary. Next comes the cutting out. This consists in cutting out the unwoven threads of both warp and filling. Now the mat is tossed into the fulling mill and fullled. This closes up the loose ends which were cut and makes an even edge."



BUSINESS CHANGES AND FIRES.

FIRES during the month were as follows: L. R. Short, tailor, Tilsonburg, loss \$2,000, insurance \$4,000; F. B. Horner & Co., Sault Ste. Marie; Syndicate Block, Brandon, occupied by Wilson & Rankin, loss \$25,000; in Kaslo, B.C., J. Almore, general merchant; H. Giegerich, general merchant; Green Bros., general merchant; W. J. Parbain, men's furnishings, and J. B. Wilson, general merchant.

During the month the following sales took place, every one of which is the result of the reckless credit system now indulged in by wholesale merchants. Twenty-four were given in last issue, to which add: A. Rolfe's, London, \$12,730, to Hodgins Bros., of Clinton, at 60c.; J. M. Doeple's, of Chatham, to R. H. Clemmie, of London, at 51½c.; Mrs. H. M. Melross, Galt, amounting to \$16,000, to Botsford & Mutchmore, at 70c.; J. Little & Co.'s, Guelph, at 40c.; R. B. Morison's, at Morriston, at 56c.; John Murphy's, Wallaceburg, \$2,463, to J. S. Gilfillan, of Lucan, at 65c.; Arthur Gibb's, Montreal, at 46c.; C. A. Gillespie's, London, \$9,618.48, comprising clothing, men's furnishings, to Mrs. Gillespie, at 48½c.; Holinrake, Son & Co.'s, Toronto, to McKendry & Co., at 50c.; Hamilton's, Toronto, \$16,340, at 48½c.; H. Gillespie & Co.'s to J. McPherson, Hamilton, at 69¾c.; C. A. Gillespie's, Woodstock, \$5,497, to J. Stanley, Brantford, at 59¾c.; Mansfield & Gold, Uxbridge, at 70c.; J. H. Galraneau & Co., furnishings, Montreal, at 58½c.; D. Schwersenski's, Montreal, at 40c.; Geo. Forest's, Laurentides, Que., at 58c.

Then the compromises: J. D. Williamson & Co., Guelph, at 60c.; Francoeur & St. Marie, hats and furs, Montreal, at 50c.; P. Dickson, general merchant, Alexander, Man., at 60c.; A. W. Dalton, Carberry, Man., at 50c.; Allan Bros., general storekeepers, of Essex Centre, at 60c., at three, six, nine, twelve, and fifteen months, secured by A. A. Allan; Simmons & Co., Barrie, at 50c.; Thos. Youngclaus, St. John, N.B., offering at 25c.; C. E. Gagnon & Co., Montreal, at 50c. cash; H. W. Wilson & Co., Ottawa, at 57c.

Ontario assignments: A. J. Little & Co., dry goods, Guelph; J. D. Williamson & Co., dry goods, Guelph; J. C. Lawrence, dry goods, Stratford; D. J. Gallinger, dry goods, Cornwall; Spittal, Burn & Gentleman, dry goods, London; Mansfield & Gold, Uxbridge; R. Corrigan & Co., tailors, Cornwall; L. Cooper & Co., mfrs. caps, London.

Quebec assignments: J. O. Bedard, carpets, Montreal; J. E. Desjardins, tailor, Montreal; Matte & Garneau, dry goods, Quebec; Gougeon & Michaud, dry goods, Lachine; Gustave Daoust, hats, Montreal.

Maritime assignments: Robt. Grant & Co., tailors, New Glasgow, N. S.; John S. Magee, dry goods, St. Andrews, N. B.

Western assignments: Paisley & Morton, Brandon, Man.; Bower & Co., Brandon, Man.; Geo. Wood, dry goods and tailor, Brandon; W. H. Maulson & Co., Moosomin.

E. Gear, tailor, Norwood, Ont., is advertising his business for sale.

John Haslin is closing his dry goods business at Fredericton, N.B.

The wholesale dry goods stock of Daniel & Boyd, St. John, N.B., has been sold en bloc to A. Miller & Co.

It is understood that the firm of Lang & McKeichan, of Winnipeg, is undergoing a change. Mr. McKeichan and Mr. Switzer (a silent partner) are retiring, and Mr. Strachan, traveler for Messrs. Bryce & Co., will become a partner, and the style of the firm will be Lang, Strachan & Co. Mr. and Mrs. Switzer are leaving for Kansas.

Ogle, Campbell & Freeman, dry goods and carpets, New Westminster, B.C., are offering to compromise at 70c.

G. Labelle & Co., dry goods, Montreal, have sold out to G. Marsolais.

Johnson & Dyson, woolen mfrs., Way's Mills, Que., have dissolved and are succeeded by Johnson & Son, composed of Henry J. Johnson and Lorenzo H. Johnson.

Faguy & Lepinay, dry goods, Quebec, have dissolved and a new partnership registered, composed of Henri Cyrille Faguy, Elzar Lepinay and Felix Lepinay, style Faguy, Lepinay & Frere.

G. E. Norman, merchant tailor, Shedden, Ont., has admitted W. H. Norman, under style of G. & W. Norman.

Annie Dingman, millinery, Bowmanville, has been burnt out.

Hugh McAdam, tailor, Antigonishe, N. S., has been burnt out.

J. & P. Kelly, men's furnishings, Montreal, are selling out by auction.

Frederica Mandlebaum, dry goods, Hamilton, is dead.

Morgan & Comerford, tailors, Nanaimo, B.C., have dissolved, and former continues.

John Lewis, clothing, Halifax, is burned out; insurance, \$2,500.

G. & E. Maguire, dry goods merchants, Tilsonburg, Ont., have dissolved partnership, G. Maguire retaining the business.

The mantle and general dry goods firm of Carsley Bros., Montreal, having west and east end branches, are reported in some embarrassment, and have called their creditors together to lay the state of their affairs before them.

DRESS GOODS FORECASTS.

AS regards the prospects of next spring's fabrics, "the less said, the soonest mended." But, according to all appearances, brown and green will be the most favorite colors for ladies' dress goods. It is also worthy of mention that the so-called "curls" are seen on a large number of fancy goods, and to judge from this, they may be worthy of attention next spring. As is known, curls are those loops on the surface of the weave, which are produced by falling. There are three kinds: Those produced by the warp, the filling, and the two conjointly.

Not the less important is the ornamentation produced by the effect or fancy thread. Beside these curls and thread lines, the well known ombre or shaded weaves will doubtless run another season. Beside the diagonals, whip cords, tweeds and cheviots, I regularly encountered the hopsacking.

Curls and effect threads are frequently used at the same time. Thus, for instance, I saw a piece in which the former were located in groups of four double lines, were distant from the other about six millimeters; these single groups of lines were about 30 millimeters one from the other. But the fond was crossed in both directions by effect threads with small white and dark red knots. A similar stuff, with dark fond (black and green mix), was closely covered with bright green curls, and had a number

of deep red and violet effect threads. It appeared to me that the curls as well as those threads had by teasing contributed a few fibres toward the formation of a lustrous napped face. In the same style, I saw a piece of goods of black and ruby red mix fond with lustrous green curls and effect thread wrapped with red; in this case, however, it had no knots. The so-called frieze is covered all over with the customary small loops. Either a full dark or else a light fond is used for this kind; if, for instance, it is beige-colored, the curls are often light and dark brown, but if black, or a shade bordering on it, the designer's fancy has great play.—Dry Goods Chronicle.

The rubber industry of the Congo Free State has during the last few years grown to a marked extent. The rubber is obtained in the usual way, by making incisions in the Landolphia florida vines, which are found in every part of the country, but which flourish most in the districts of Ubanga, Oulle, Mangalla and Kassai.

The friends of the Torrey bankruptcy bill are still hopeful of its passage by the present Congress, but admit that it is not likely to get before the House again before April. The ridiculous Bailey bankruptcy bill, intended as a substitute for the Torrey bill, has no chance for passage, but it is doubtful if the number of honest and intelligent men in the present Congress is sufficiently large to insure the passage of Judge Torrey's measure.

LATEST.

LOUIS COOPER, the cap manufacturer, who left London, it was said, under a financial cloud, has been in Montreal and wires that he will return to the city. He denies any intention of absconding, a fact his friends will be pleased to hear.

The firm of Boughner & Beal, clothiers, dissolved partnership to-day, the business being carried on by W. F. Boughner.

The firm of James B. Williamson & Co., dry goods merchants, of Guelph, are offering to compromise at 60 cents on the dollar at 3, 6, 9, 12 and 15 months secured. The liabilities are estimated at \$53,000.

The owners of the Kingston cotton mill do not intend to close it up. On Tuesday fourteen large cases of improved machinery arrived at the mill. The machinery will replace some machinery now in use that is not modern.

Dyson & Gillespie's arcade store in Penetanguishene took fire last Thursday. The stock of dry goods was damaged by smoke and water. Loss covered by insurance.

The dry goods firm of Kaufman, Wildfang & Co., of Elmwood, Ont., have assigned. The firm has done an extensive business for a number of years, and their embarrassment is regretted.

W. H. Jago & Son, the well-known glove manufacturers, of Rockwood, are desirous of moving the tannery department of their business to Guelph. If the tannery is located there, it will only be a question of time when the glove works will follow suit.

The Toronto wholesale trade is much pleased with the prompt adjustment of the little matter they recently complained of to the Comptroller of Customs. As a result of the conference between the wholesale millinery merchants and Mr. Wallace over the duty on bonnet shapes, etc., in which the importers claimed, owing to the misinterpretation of the tariff, they have been paying duty on straw braids, a complaint was laid before the Customs Department. Last week the local authorities were notified that straw braids should be on the free lists.

In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,
Tweeds and Worsteds, Pants, Shirts, Cottonades and Cottons

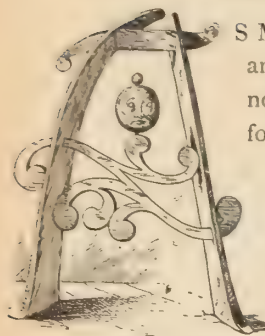
of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

IDEAS OF ADVERTISING.



S Mark Twain would say, "It's only my opinion, and I'm only one man, and, therefore, it's worth no more than any other man's—nor any less, for that matter."

But, being asked my opinion of how advertising should be done, I would answer, first of all, let it be truthful. A business statement that is true will have the ring of truth about it, and will convince the reader of its honesty. That is the first object to be attained. When your customer visits your store and finds the goods just as they have been described, a favorable impression is made which it will be found as difficult to obliterate as it would be to restore confidence after disappointment.

I do not believe it is good policy always to claim extra value for goods. That is apt to provoke doubt, which is the one thing to be avoided. There is no need to fret and fume continually over a cent's difference in price. I would rather go out of my way on occasion and underrate some article—show it up in its true colors, if it deserved it—in order to convince my readers that my every statement was founded on fact, and could be relied upon absolutely.

One of the main objects to be accomplished is to get people to come to your store, not for one article, but as regular customers. If what you have to sell has merit, let the good points be brought out clearly, and a desire will be created in the reader's mind which will not be satisfied until the store has been visited and the goods examined. It is human nature to wish to possess that which we admire.

Let the advertisement writer inform himself as to the points of merit in each article to be advertised, in order that he may sell it through the advertisement, on the self-same principle that he would behind the counter dispose of it to a customer. He should appreciate the goods himself, if he expects to interest others in them. A salesman will more readily dispose of an article he admires than one he dislikes.

The sculptor stands before the block of virgin marble and beholds therein the beautiful image of the angel his handicraft is destined to fashion; the poet draws from the storehouse of his mind the inspiration that gives life and vigor to his work. How do they do it? They were born with that gift from nature. It is even so with the advertisement writer. The ability to construct an advertisement possessing the elements of success depends upon the natural knack of the writer, and no amount of cultivation can develop it unless the latent talent is there.

It is necessary that the advertisement writer should be practical and business wise; nevertheless, the practical business man himself is seldom a successful advertisement writer. The lesson learned from this is that the writer's mind should be free from every other care; fresh and free as the morning lark, in order that his work at all times may be his best. And let me say right here, the sooner merchants realize that fact the greater gain will be theirs. The old-fashioned congregation that purchased a horse and saddle for their minister, in order that they might be sure of one fresh sermon each Sunday, showed wisdom of a high order.

The modern writer must keep abreast of the times, be the connecting link between the store and the people, keep posted on all public and social events, and advertise the right goods at

the proper time. If he cannot do all this he is not the kind of advertisement writer in demand to-day. There is no room now-a-days for the merchant who changes his ad. once a week. He is a landmark of the past. Change your advertisement daily, advertise constantly, keep "everlastingly at it," and push goods in their season.

To sum up: Advertising should be a truthful history of the store's daily doings couched in simple, interesting English—ideas, woven into bright phrases that go right into the mind and stay there. Advertising of that character cannot fail to bring satisfactory and permanent results, because it is founded on truth. A store that seeks to live by untruthful advertising would better never advertise at all. Advertising will only serve to make its doubtful methods more conspicuous, and the very means adopted to attract trade will tend to drive customers away. Such a store may prosper for a time, but the continued cry of "Wolf! Wolf!" will surely land its victim in the coyote's jaws at last.—A. S. Cullen, in *Dry Goods Economist*.

THE LACE FURORE.

THE selection of lace as the trimming par excellence of the season is the result of merit and fashion combined. The universal interest that this trimming at present excites cannot be overlooked, and, says *The Economist*, in accordance with these views our correspondent in Paris has furnished this week an interesting resume of this subject from the standpoints of history and fashion. It is a noteworthy fact that lace is never worn in limited quantities; it is either the object of a craze, as at present, or is severely neglected. Present indications point to lace reigning supreme for some time to come as a garniture for millinery, costumes, and wraps, until the kaleidoscope of fashion takes another turn and a new combination is hailed as the queen of the hour.

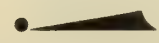
Continued improvement in the producing power and the greater perfection to which the St. Gall and Plauen machines have been brought, especially the latter, are the principal factors in awarding to the products of those centres the favor they now enjoy. It is no longer necessary to sigh for "real" laces that are the exclusive property of the wealthy, since the progress made in the development of this industry has given us laces that are beautiful in design and superior in workmanship at values within the reach of the masses.

Lace is becoming to all ages and complexions, and by its delicate beauty imparts a richness to every material to which it is applied. The creamy tints so pronounced this season add to the softness and delicacy which are its chief characteristics. An expert alone can correctly gauge the intrinsic value of goods of this class; hence the possibility of making a satisfactory profit is the greater, and retailers will find that lace will be an unusually profitable stock this season. Lace will figure prominently as a trimming for silk, wool, and cotton. Venetian and old guipure and point de Venise, in cream and beurre colors and in heavy open patterns, have been lines to which public favor has been extended, while a noticeable feature of this season's importations is the prominence given to inserting and band effects. The extensive use of lace verifies the predictions made for some time past by the *Dry Goods Economist*. We may further prophesy with safety that by midsummer there will be as great a furore for lace in this country as is now seen in Paris.

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : 

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. ***We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.***"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES.

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

MILLINERY IN MONTREAL.

THE millinery openings of the principal millinery houses in Montreal took place on the 28th February, and were largely attended. In fact, it is generally admitted that the attendance was quite up to, if not in excess of last year. Three houses held openings, the remaining house not having any opening this year.

D. McCall & Co., Notre Dame street, said they were exceedingly busy. According to Messrs. McCall's stock, during



No. 1. Reid, Taylor & Bayne.

the coming season Leghorn and English straws will be worn freely; plaques, especially with fancy straw insertion, hold their own, while oblong plaques are to be greatly worn. Straw hats with fancy straw lace brims requiring very little trimming, will be largely worn, as also will two-tone straws, and the old-time hat with a five or six inch crown.

Here are some of the hats and bonnets on view:

A turban with strawtufts, tinsel crown, trimmed with lace, jet, and double satin ribbons.

A large hat in cream color downflap feathers, moire ribbons, with roses set in lace, spangles and baby linen with velvet ties.

A turban with spangle crown, circled with blue forget-me-nots, moire ribbons, and jet ornaments.

A straw hat gathered in at back with cream moire ribbons, and bows at back and front, a broad band of white forget-me-nots fastened by a pin with brilliants and a cream ostrich mount at back, and running under the hat.

A jet crown on tulle with a large bow of green double satin ribbons back and front, a mount of osprey, with a band of cow-slips.

A bonnet of shaded Parthenia brown velvet trimmed with moire and satin ribbons, with Irish point lace with forget-me-nots, shaded strawtufts and ornaments to suit.

A three-cornered friar's hat of black chip, with black and white osprey mounts, cream flowers, black and white ribbons, black tips, and jet ornaments.

Some idea may be gathered of the popularity of lace by the fact that 50 per cent. more lace has been imported this season than has been for the past fifteen years.

Very handsome ladies' capes will be worn of crimped silk with lace trimmings, as will shirt silk collerets with lace insertion.

Caverhill, Kissock & Co.'s handsome show room lighted with electricity was a very busy sight on the opening night. In ribbons, according to the firm's samples, the chief colors will be serpentine and maroon in greens, Roseau, glaucous a delicious yellow, Sumatra and coffee tints of the rich gold brown, and Brouille. Feathers, singly and in plumes, will be largely in demand and in every possible and impossible shade and color, whilst flowers of every description will be worn most extensively. The modest violet has become the fashionable flower, and is already having an enormous sale, which promises to increase as the season comes in. The violet naturally is worn in sprays, and, as Mr. Kissock says, is worn everywhere. Other flowers are in the hussar shape, small at the bottom and



No. 2. J. D. Ivey & Co.

large at the top, like the brush of a busby; stand up picquets, small thick tufts at the bottom, rising into tall, widespread, but compact sprays, and Prince of Wales shape. Jet will be in very great demand, both as ornaments and as small bonnets lined

with net. In fact, this favorite material for ornamentation is more popular than ever, and promises to remain so. Amongst the shapes in which it is to be used most largely are sequence trimmings. These are deep borders of jet set on net, and hanging either in fringe, scallops or vaudykes from the net. Other most fashionable ornaments will be made of oxidized silver set with brilliants, which will give very solid, rich, and handsome effects. Small gilt pieces set with gems will be worn in profusion and in vast variety of design. Buckles in oxidized silver, enamel, and aluminum will also be very largely worn as ornaments for hats. The old plaque hat will still hold its place in popular favor, and will continue to be twisted with every possible shape the milliner can devise. For hats the favorite color will be gold brown, as indeed it will be for bonnets also. Laces in all shades, but especially in black, and in the new shade of Beurre, or butter color, will be in very great demand. Immense quantities of rich Irish point laces will be used for dress trimmings.

Messrs. Thomas May & Co. did not hold their opening until the 29th. Their display of millinery was equally attractive. The head milliner vouchsafed some information as to colors, etc., as this firm makes up and trims the bulk of its goods right in Montreal. In styles and shapes any corruption of the continental four-cornered hat will be correct. A striking novelty in the sailor hat is the Lady Lennox Gordon. In this the crown is made of black tarpaulin, with a brown chip brim bound with

black tarpaulin. This is trimmed with a large Alsace bow of cream moire and satin reversible ribbon, two long jetted quills rise one on each side of the front, and are fastened by a jet button. In ribbons the prevailing novelty will be the moire antique, moire and satin reversible, whilst peau de soie, two-toned shot ribbons, colored sequin embroidered ribbons and plain corded, double faced, very wide ribbons, for large hats, will be greatly worn, as will rosette effects in narrow ribbons. Sequin jet lace

MILLINERY ILLUSTRATIONS.

NUMBER 1 is a Leghorn plaque, crownless, and rolled up at the back; it is covered softly with black French lace, 12 in. wide, the outer edge falling over the edge of the plaque; with blush roses and buds playing hide and seek in the folds, their long stems drawn to the centre with the inside edge of the lace, and bound with a cut steel band forming an aigrette. The back is trimmed with a long steel buckle across the band, with two shades of ribbon, Leghorn and cream, knotted through with two upright fish tails at each end of the buckle. This is shown by Reid, Taylor & Bayne.

No. 2 is a fine chip shape, designated Madga, by J. D. Ivey & Co., is faced with velvet and decorated with rhinestone ornaments and wheat mounts. A small bunch of flowers adds to the beauty of the back view of the hat.

No. 3 is a large Leghorn with "floppy" brim, bent to shape by plaiting the crown. The brim is draped with wide black lace,

John D. Ivey & Co.

53 Yonge Street

... TORONTO.

We have just received and
passed into stock

New Hats, New Laces, New Veilings
New Ribbons, New Flowers

New Novelties

Which will again make our stock complete, after two weeks of the biggest selling in the history of our house. All orders, either by letters or through travelers, will receive best attention.

John D. Ivey & Co.



held around the crown by a long cut steel buckle which almost forms a band. A large bow of 'peau de soie' ribbon, butter shade, from the back over the crown, with clusters of cowslips in each curve under the brim complete a pretty hat shown by Reid, Taylor & Bayne.

No. 4 is the "Incroyable" bow, which is one of the latest fads; it is made of black moire Francaise, trimmed with Point d'Irlande lace, antelope shade, with insertion to match.

No. 5 is a Guipure lace with insertion to match. This is a sample from a handsome range shown by Reid, Taylor & Bayne.

Nos. 6, 7 and 8 are three shapes shown in blacks and colors by J. D. Ivey & Co., and can be ordered at any time by letter. No. 6 is the Madga, which is shown trimmed in Figure 2. No. 7 is the Chatterton, which is shown trimmed in No. 9. No. 8 is a very pretty shape known as Zella.

No. 9, to be found in J. D. Ivey & Co.'s advertisement, is a close fitting straw turban, faced with jet sequence and trimmed with flowers and plumes, daintily arranged.

J. D. IVEY & CO.

SPEAKING with J. D. Ivey, he remarked that had the weather been cloudy and cold, trade at openings would have been draggy; but owing to the fortunate fine weather trade exceeded expectations. The number of buyers was increased. The number of parcels was correspondingly increased, but they were less bulky than usual. Mr. Ivey anticipates a good millinery season.

Flowers have been strong with this house, especially in unmounted roses and other unmounted varieties. But while pre-



No. 3. Reid, Taylor & Bayne.

ThibaudEAU Bros. & Co.

Importers of ———

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN | **DRY GOODS**

THIBAUDEAU FRERES & CIE.
Quebec.

THIBAUDEAU BROTHERS & CO.
London, Eng.

THIBAUDEAU BROS. & CO.
332 St. Paul St.
MONTREAL

"Pitfalls of the Dry Goods Trade."

*The Successful Essays in THE DRY GOODS
REVIEW'S Prize Essay Contest.*

WE will issue in neat booklet form next month the three winning essays on "The Pitfalls of the Dry Goods Trade." Retailers should send in their orders at once; they will then receive the book as soon as published.

SENT BY MAIL, POSTPAID TO ANY ADDRESS, ON
RECEIPT OF PRICE

25 CENTS.

THE DRY GOODS REVIEW
TORONTO.

pared for this they are also prepared for a run on ostrich goods later on in the season. A large shipment of fancy plaques was received last week, but city milliners picked them up quickly.

In nearly everything there is a tendency to introduce straw braids, by either making the entire crown of it, with lace brims, or using it as a trimming. Five-inch ribbons are in good demand. Jets in all forms—ornaments, laces, crowns, etc.—are holding well. Fringes of jet sequences are used as facings. In some cases facings of black silk flowers take the place of velvet facings. Black silk flowers are, in fact, being used on all colored hats.

Laces are shown by J. D. Ivey & Co. in abundance. A heavy make of Venetian lace in black, beige and cream is much used as a trimming and covering.

S. F. MCKINNON & CO.'S NOVELTIES.

AFTER the millinery openings are over, the trade in millinery goods has but begun. No matter how enterprising a millinery firm may be, they cannot show all the season's novelties at the openings. They can do a great deal, but the early date prevents everything being secured in time. THE REVIEW will accordingly do its best to tell its readers of the new things as they appear.

S. F. McKinnon & Co. are showing some pretty iridescent chip shapes. These are not large, but the crown is broad and the rim turned and twisted into all sorts of shapes. The braid effect, of course, is rough, and the colors bright and mixed, as explained by the word "iridescent." Their buyer has just returned from New York, and brought some pretty novelties. Rough fancy plaques and all rough fancy shapes are undoubtedly lead-

ing at present. Amour braid is strong. Crowns are coming in slowly, although plaques are selling, and next season crowns of all heights will again prevail. At present everything is selling—with and without crowns, and in all styles.

In ribbons the leading ideas for the moment are burnt



No. 4. Reid, Taylor & Bayne.

WYLD, GRASETT & DARLING

Stock throughout the warehouse
is well assorted with

NEW SPRING GOODS

Latest designs in all the leading shades in Prints, Sateens, Delainettes, Cretonnes, Art Muslins, etc.

In Dress Goods, extra value in All Wool Delaines, Dress Serges, Cashmeres, etc.

Fine assortment of Hosiery, Gloves and Small Wares of all kinds.

Imported and Canadian Woolens and Tailors' Trimmings, very complete.

Neckwear, English Collars, "Grandee" and "Glendowe," and Men's Furnishings a specialty.

Wyld, Grasett & Darling . .
TORONTO

LADIES' CLOAKS and CAPES

FOR . . .

Spring and Summer

.. 1894 ..

WE take pleasure in announcing that our range of *New Spring Cloaks* is complete, samples of which are now in the hands of our special Mantle travelers. Our designer is an artist in his trade. He has just returned from New York with the very latest Spring Novelties, and we feel confident in stating that we are showing the most saleable and stylish line of New Spring Garments that has been submitted to the trade this season, and which we are offering at popular prices. It will be to the advantage of every Mantle buyer to examine our beautiful collection of Americanized garments before placing their orders. We therefore ask that our productions be inspected and measured by the high standard which we have already established. Our line of Cloaks and Capes embraces the very latest New York designs and the workmanship cannot be surpassed. Inspection respectfully solicited.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

shades, including Siam, Melita, Sumatra, Pygmalion and Cafeine ; Van Dyck, a bright copper color, and Reine, a bright pink, are extreme shades, but very prominent in the best millinery Moires, of course, are a leading line in blacks and colors, and in all widths, with the emphasis on the wide numbers. This house show an enormous range of plain ribbons, including faille, gros grains, double-faced satins, etc., at prices that are lower than last season. They have undoubtedly the largest stock of plains in Canada.

The new thing in fancy ribbons is a plain silk or satin with a half-inch moire stripe or edging. This promises to be the leading fancy for the whole season. In colors creams, tuscans and other light shades are leading, with a sprinkling of black and white combinations.

In laces they show an immense range, too large to admit of detailed description. The insertion effect is a leading thing, both for dress and millinery trimmings. Butter or deep tuscan, cream, two-tone and black and whites are good. Among the leading makes are : Indian Point, Confetti, Point d'Esprit, Dentelle de Siam, Duchesse Insertions, Bourdon, Valenciennes, Point d'Irlande, Guipure, Chantilly, etc. They are seemingly fully prepared for the lace season.

Crepe silks for trimming purposes are shown in a pretty range of new colorings. Aeroplane is a low line of this light silk trimming.

In veilings nothing more than was shown last month is seen. Black and white combinations in chenille spots are confirmed as good. Jetted veilings are O. K. Veilings and veils with lace edgings of a different shade make a novelty that has been mentioned before as being very popular in New York. Double width veilings are being handled this season.

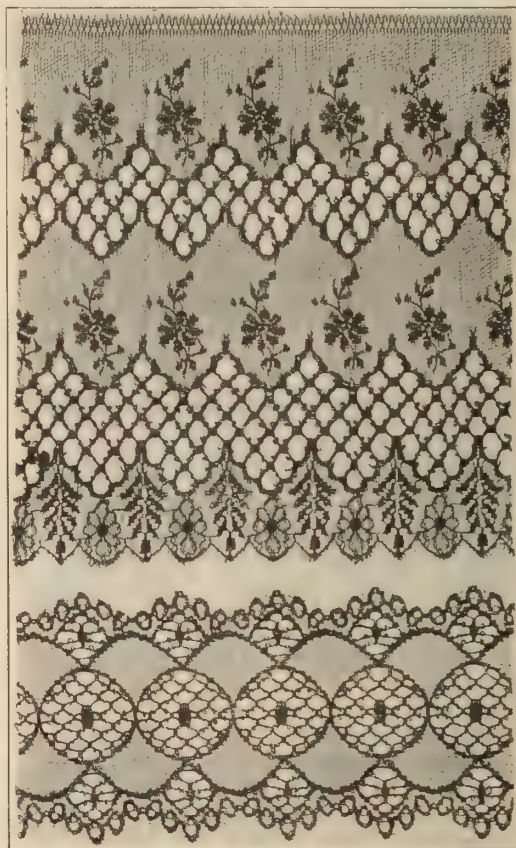
In piece silks moires in black and colors are good. Plain and shot brocades are active. Cotelte Duchesse is the newest cord, while Satin Duchesse is still a favorite. Braganze cords are new and very handsome. Plain and shot surahs in uniform and spot effects are still finding many admirers. The newest thing for blouses is a printed India silk with very pretty designs. Black silks are shown by this firm in Surahs, Gros Grains, Bengalines, Faille, Peau de Soie, Broche, Moire, and Satin.

There is little to be said about ornaments. Flowers have led so far, although tips and plumes are expected to run later on in the season. Jet and other fancy ornaments are shown in abundance.

REID, TAYLOR & BAYNE.

AMONG the novelties now being pushed by Reid, Taylor & Bayne is a new flesh-colored veiling with black chenille spots. The color of the net makes it almost invisible, and the effect is very pleasing. It is shown in low-priced goods in three qualities of net.

Small bonnets are being shown in profusion, in fancy straw and jet. The new jet bonnets are entirely different from the



No. 5. Reid, Taylor & Bayne.

beaded bonnets of some years ago, as the jet is shown in larger discs, some being very large to cover the crown of the bonnet. Some handsome designs of this kind are seen.

In laces, the New Venice in black, cream and white, Guipures and Irish pointes in butter color, Pointe Milan in cream and white, and black and whites of different makes, are the leading lines. Irish, Guipure, Bourdon, and Chantilly laces are

"KANTOPEN"

Made in sizes 2, 3 and 4 (about corresponds with Nos. 5, 6 and 7) **For Dresses Only.** The bill of the hook is spread to form a spring—the eye being narrower. It is smooth and easy to unfasten. It is sprung so little that the spring will never completely weaken as with those hooks **that have the spring inside, under the point.** With the latter the spring being forced all one way is displaced much more and becomes bent and useless. We already supply about three-fourths of the hooks and eyes sold in Canada, though it has been on this market less than a year. Costs **3½ cents per card of two dozen**, and has to retail higher than ordinary hooks, but meets no objection on that score. Any woman will pay the difference for a hook that will stay fastened. Considering the quantity of hooks and eyes a woman uses the additional outlay is very slight.

The Canadian Needle Co.

Manufacturers of Needles and Pins of all kinds, Kantopen Hooks and Eyes, Crochet Hooks, Knitters and Darners, etc., etc.

Office and Sample Room
15 Victoria Square

... MONTREAL.

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co.

WINDOW SHADES

**Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.**

24 BAY STREET

Send for Color Book
and Price List. . . .

Toronto, Ont.

S. F. McKinnon & Co.

Our Travelers are again on their respective routes, thoroughly equipped for the assorting trade. We have received large **Supplementary Shipments** of new goods which puts our stock on a high plane of excellence. Commit to memory the next few lines and repeat them over carefully when you have any of the following articles on your list: **Hats, Flowers, Feathers, Tips, Mounts, Laces, Veilings, Ribbons, Dress Silks, Silk Velvets, Summer Cloths, and Jackets.** These are a few of our specialties in which we excel. No house can show you a larger range or offer better values. We invite every buyer visiting this market to call and see what we are doing. You will receive a hearty welcome whether you are prepared to buy or not.

S. F. McKINNON & CO.

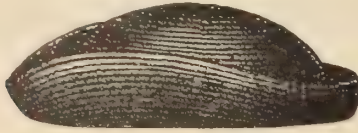
35 Milk St.,
LONDON, ENG.

and 16 and 18 Wellington Street West

— TORONTO

running in a general race, while insertions of every kind are quick. A number of insertions will be found in their advertisement on page 29.

Light shades in velveteens—creams, tuscans, whites, pales,



No. 6. MADGA—J. D. Ivey & Co.

pinks, and blues are good. Ivory, andalouse, beiges, and browns are also in demand.

In mourning goods their stock is full of black and white combinations. Silk grenadine veils and veilings are in good display at various prices. Their stock of veilings comprises various widths from 22 to 42 inches.

Jet goods are strong in piquets and aigrettes. The combinations are black and gold, and black and steel; although all



No. 7. CHATTERTON—J. D. Ivey & Co.

steel ornaments are good. Velvet violets and silk velvet violets have had an enormous sale, as have wheat, lilacs and roses.

Some new baby ribbons have recently been passed into stock, Nos. 1 and 1½. In faille moire, satin and satin backed



No. 8. ZELLA—J. D. Ivey & Co.

ribbons they now show a full range of numbers and colors. Black moire ribbons and piece silks are in full stock.

Reid, Taylor & Bayne's travelers are again on the road and carry many new novelties not shown at the openings.

THE LYONS SILK MARKET.

LATEST advices from Lyons show that the conditions now ruling in the silk industry are far from satisfactory. Compared with 1893 and with previous years, the exports of silk fabrics so far in 1894 have been exceptionally small and are following the precedent established by the low export figures of the second half of 1893.

Under these circumstances a steady employment of the looms is out of the question, and work is not easy to find to keep the looms going, either in piece-dyed goods or in yarn-dyed fabrics.

The Lyons industry is now feeling the accumulation of stocks in consuming markets. These were only partly consumed during the fall, and the presence of what is left of them, combined with the unsatisfactory condition of business generally, has interfered with the placing of orders for this spring in the usual volume.

This condition, although not desirable, is fortunately only transitory. It is due more to the poor sales of the past than to

a disfavor for silks in the present or future, and is likely to be corrected with the opening of the order season for all goods.

The advices from consuming markets are more encouraging. From New York an improvement is reported. In London, also, the demand is more active and likely to increase with the opening of the season, but the clearing of old stocks is proceeding slowly, and is attended by sacrifices on the part of holders. From Paris reports have been throughout unsatisfactory.

Moire is reported in good favor in all markets, moire antique holding its ground well. Moire Francaise in black and in colors has been gaining ground. Orders for moire are still being placed in Lyons, and of this article manufacturers have little to complain.

The movement of goods for ready delivery is fair, and buyers are operating. Colored and black gros grains and failles have been taken out of the market in many small lots for reassortment. All-silk surahs find regular consumption for some markets, but at low figures. Satin duchesse is not very active. Black satins are rather quiet.

In colored satins, in medium and cheap grades, the movement is fair. Some business has been done in taffetas, but the movement of these is not heavy. Serges and satins for linings have sold for home, as well as for export.

Damasks find takers in the better and medium grades. A fair business has been done in crepes, crepe Francaise especially having been in fair movement.

In velvets business is slow and the demand has steadily decreased for all grades. The ribbon market is not active, but some business is being done in velvet ribbons, and in satin and gros grain ribbons.

STORE FURNITURE For Sale

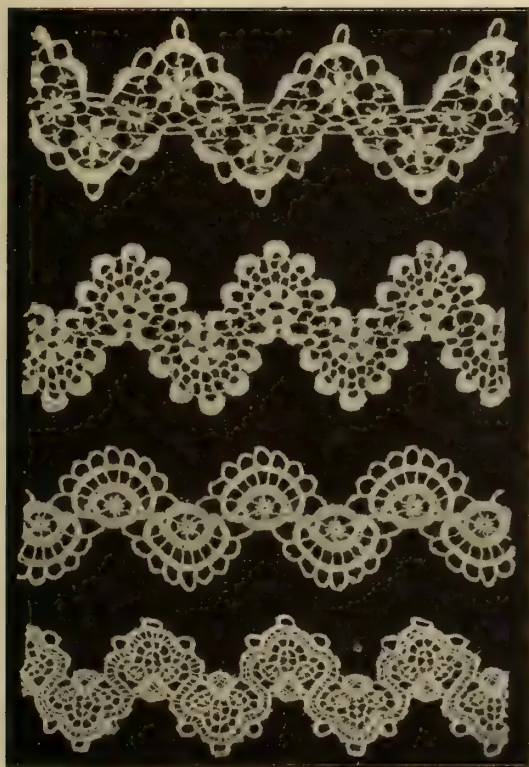
1 Taylor Combination Safe, inside measurement 12½x18x13 inches, outside measurement 26x26x31 inches. 2 Large Mantle Racks, each will hold from 40 to 50 mantles and ulsters, both are well finished and solidly made. 125 Feet of Shelving, 4 shelves above and one below ledge, painted white, could be taken down and moved without disfiguring. 4 Blue Window Blinds with spring rollers, in good working order, 54x120 inches; 1 door blind to match, 35x72 inches. 1 White Duck Awning. 2 Mantle Forms. 1 Letter Press, 10x12 inches. 3 Large Signs. 1 10-Foot Show Case, oval front. 2 Solid Oak Tables, 10 ft. x 2 ft. 6 inches. 4 Good Counters, 14 feet long. 2 Plate Glass Mirrors, bevel edge, glass measures 4x5 feet. 1 Plate Glass Mirror, glass measures 4x7 feet. 1 Eclipse and 1 Shannon Letter File. 14 Shop Stools. 1 Large Royal Base Burner Coal Stove. 1 Coal Heater, suitable for tailor, mantle or dressmaker.

The above are practically new, having been in use but a short time. Any person in need of any of the above articles can secure a bargain, as we want them sold by April 1st.

Hodgens Bros.

202 Dundas St., London

MILLINERY



Wavy Insertions

LACES.

LACES.

WE show a very large and fine range of *Laces* of all kinds, *Chantillys*, *Guipures*, *Plauens*, *Ori-entals*, *Point D'Irlande*, *Cotton Novelty Laces* in *blacks*, *whites*, *creams* and the *new butter* shade, which is meeting with great favor. Our values unsurpassed and assortment unequalled in the trade.

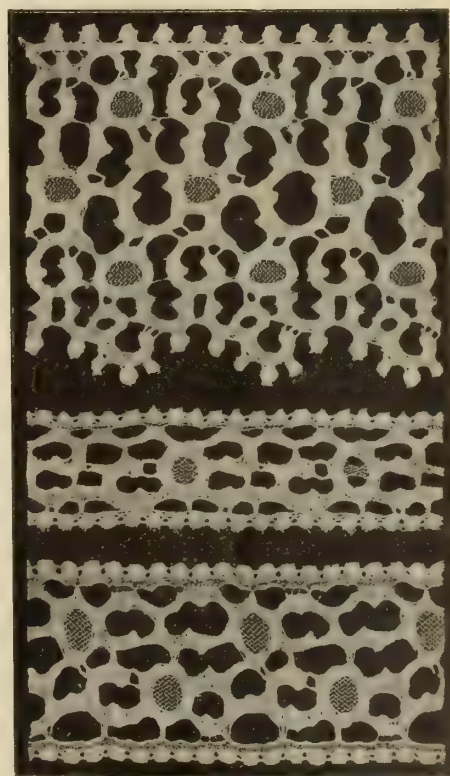


VEILINGS.

VEILINGS of all kinds, blacks and colors; grand assortment of low priced goods. The *Novelty* of the season is the *New Flesh Colored Veiling* with black spots. It is to be found with us. *Mourning Veilings* and *Veils*, *Mourning Requisites*.

WE MAKE A SPECIALTY OF THIS DEPARTMENT.

Flowers, Feathers, Ribbons,
Pins and Ornaments, Trimming Novelties,
Velvets, Silks, Satins, Crape, Straw Hats.



Cotton Fancy Lace and Insertions.

REID, TAYLOR & BAYNE

9 & 11 WELLINGTON STREET EAST, TORONTO.
210 to 214 ST. JAMES STREET, MONTREAL.

MEN'S FURNISHINGS.

HATS are moderately active these days, Fedora's being strong in the outlying districts and stiff hats in the cities. Travelers and tourists will still demand Fedoras for special use, and hence their sale promises to remain stable. Stiff hats are selling in fuller crowns and heavier rims than last season. Crowns are less tapering and higher. The colors for midsummer will probably be coffee, cigar and tan.

Summer neckwear, negligee shirts, light suitings, white and tan vests, tan hose, etc., are especially active, as furnishers do



MADRID.

not seem to be at all afraid of the spring demand for fashionable goods.

A. A. ALLAN & CO.'S HATS.

The Madrid is a new stiff hat with an open roll brim, fairly high crown and slightly tapering.

The Melville is one of the latest American blocks with an open roll brim and full crown. It is shown in Pecan and black.

WYLD, GRASETT & DARLING.

Another shipment of novelty knots has been received by Wyld, Grasett & Darling, and includes many medium and light patterns. In washing goods they have an assortment of piques, muslins and Bedford cords, all white grounds, but some having spots and fancy figures. Derby's and puff shapes are both included.

In negligee shirts they show a greater variety of open fronts. All have colored bosoms and cuffs, but only some have white bodies. Vests are shown strongly in cotton and linen, which have displaced cashmere. Tan ducks are in good demand to match tan hosiery and shoes. Hopsacking patterns in whites and combinations are leading. In collars the roll point promises to be strong during the spring and summer for the best trade.

E. & S. CURRIE.

E. & S. Currie have made a happy hit with their new tie the "Ava," which was illustrated in the February issue of this journal. They are selling it in silk at \$2.25, \$4, \$6 and \$9, and in washing goods at \$2.25. It is undoubtedly the most serviceable and handsome tie on the market to-day. In summer four-in-hands they show a large range of delicate tints and also fancy piques and whites. Woven and printed fancies of all kinds are abundant in widths ranging from $2\frac{1}{4}$ to $2\frac{3}{4}$ inches. This manufacturing firm has made a strong attack on the Canadian tie trade, and seem to be securing their share of it, their factory being very busy.

LONDON FUR SALES.

At the Hudson Bay Co. sales on March 5th, white fox advanced 5 per cent. higher than last March; silver fox advanced 10 per cent. higher than last March; cross fox declined 5 per cent. lower than last March; fisher declined 5 per cent. lower than last March; otter declined 5 per cent. lower than last March. Lamson's sales on March 5th, blue fox declined 22 per cent. lower than last March; cross fox advanced 5 per cent. higher than last March. Hudson Bay Co. Sales on March 6th, martin declined 35 per cent. lower than last March; red fox declined 5 per cent. lower than last March. Lamson's sales on March 6th, silver fox advanced 15 per cent. higher than last March. Hudson Bay Co. sales on March 7th, mink declined 50 per cent. lower than last March; lynx declined 35 per cent. lower than last March; wolf declined 15 per cent. lower than last March; skunk declined 15 per cent. lower than last March.

W. R. BROCK & CO.

W. R. Brock & Co. are showing a large range of ladies' and men's waterproof mantles and coats. Two special lines of men's goods, with 26-inch capes, sewn seams, pockets and latest improvements, called Edinburgh and Aberdeen respectively, can be retailed from \$7.50 to \$9, and are better than ordinary value at these prices. They have experienced, during the past two years, a much greater demand for unlaundried shirts than formerly. They attribute this to the value they have been showing, which is far ahead of any lines previously on the market. They carry five lines which can be retailed all the way from 35 cents to \$1 each.

MARTIN & CO., MONTREAL.

The trade in general will no doubt regret to hear of the failure of the well known fur establishment of Messrs. John Martin & Co., which has been brought about by the very unsatisfactory condition of the fur market during the past season. As they find themselves overstocked, and unable therefore to meet the demands of some of their English creditors, they have made a voluntary abandonment of their estate to the Bank of Toronto. Their liabilities are almost entirely European. The assets of the firm are placed at \$80,000, and the liabilities \$50,000. The



MELVILLE.

following are the principal creditors: Simpson & Rook, London Eng., £950; Salmon & Keller, £450; Blatsford, Stamp & Heacock, £1,100; Isaac Levy, £1,700; Holland & Sheney, £700; C. W. Martin, £221; Morris Tube Co., £180. The principal local creditors are: Bank of Toronto, \$14,117; H. S. Sheyer, \$2,022; Gault Bros., \$1,361, and E. W. Martin, \$3,500.

... We are showing

THE

“AVA”

— SCARF

In a very large range of
LIGHT AND DARK SILKS

In popular prices, running from
\$2.25 to \$9.00 per dozen

Also staple lines of

New Knots, Four-in-Hand, Bows, Puffs, etc.

All Prices and Styles.

SPECIAL ATTENTION PAID TO LETTER ORDERS

E. & S. CURRIE

64 Bay St., TORONTO

T.B.

(THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

.. Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

To Buyers —
of .

Men's Furnishings

OUR SPECIAL SPRING GOODS are now on hand.

They surpass any that we have ever before been able to offer, and we think we have
good cause to be proud of our selection.

WE KNOW that we are offering better inducements, both as to selection and price, than
ever before in **Men's Underwear, Scarves** of all styles, **Scotch and
English Rubber Garments, Umbrellas**, etc.

WE KNOW that we can sell you the right goods at the right price, and **feel sure** that
an enquiry (which will be promptly and cheerfully answered) will result in mutual
profit.

GLOVER & BRAIS

Men's Furnishings

— Montreal.

AMONG TORONTO WHOLESALERS.

THE past ten days has seen an increased activity in dress goods. Buyers are not placing large orders, but they are placing orders, and that means that a considerable volume of trade is being done. Confidence is increasing rapidly, and the prospects for a good sorting season are much improved. Dress goods are especially active in nearly all lines. Tweeds and trouserings are given much attention by merchant tailors. Staples are somewhat quiet. Such lines as crinkles, chambrays, sateens, ginghams, etc., are in moderate demand. Veilings, ribbons, and laces are quite active.

The feature of the month has been the increased demand for black and white goods of all descriptions. Fashion has settled on these colors for early spring, and everything in this line goes. Black and white dress goods, silks, laces, veilings, ribbons, parasols—all are good.

Another feature is that most of the visiting buyers are declaring that their winter trade has been equal to former seasons; a declaration which does not coincide with the settled conviction of trade critics. But, nevertheless, it must be believed that the critics have been too prone to look on the dark side of the sun disc, and the retail trade may be in really better shape than was anticipated. British Columbia merchants make the worst reports. Those from the Territories are of a like mind. Those from the other provinces are quite hopeful.

The Worsted and Weaving Co., of Bradford, Eng., have a branch in Toronto under the management of one of the partners, Geo. H. Wilson. They carry a full stock of woolens and dress goods for supplying the Canadian trade, every line being their own manufacture. Four travelers keep pouring the orders into the office, and quite a neat trade is being done.

The growth of the hosiery and glove departments of W. R. Brock & Co., has been very striking, which indicates that values and assortment are sure to secure patronage. They have this season paid special attention to tan and fancy hosiery and gloves, combined with their well known brands of Louis Hermsdorf's absolutely stainless black goods.

Caldecott, Burton & Spence claim to have a superb line of laces. They show cotton Guipure in white, cream, beige and two-tone. Silk Guipure is shown in black and cream. Silk laces of all kinds and makes are extensively displayed. Black Bourdons are striking goods. So are insertions of which they have an immense variety.

Scotch crinkles in a variety of pretty patterns, sateens and chambrays in fashionable shades, ginghams in a variety of checks, and twelve special lines of roller towellings at one price are the leaders for the week in John Macdonald & Co.'s staple department.

Caldecott, Burton & Spence have nearly exhausted their second shipment of the two-tone Jacquard or crocodile effects which have been so prominent in their range of dress goods this season. They have sold better than was expected in this dull season, showing that their buyer has excellent judgment in selections.

Some new frillings are shown by Samson, Kennedy & Co., including Hypatia, Utopia, Lucania, and others. Moss, coral, maize, cream, black and white, and white and black predominate. Chenille in combinations is neat, and so is some chintz effects. They have just received a shipment of the leading novelty in ladies' neckwear, the "Incrovable" scarf. It is illus-

trated on another page. Moire ribbons and piece silks are in full stock, in anticipation of the season's demand. In veilings a full range is displayed, including the 27 inch chenille spot veilings. A repeat of black ground delaines is to hand; these are in 30 and 33 inch widths, and at prices ranging from 27½ to 37½ cents. They have an immense stock of narrow and medium braids in plumed, waved, and Van Dyck. In fact, they are well prepared for what promises to be a huge trimming season, which will include even the neglected buttons.

Mr. Dewar, carpet buyer for John Macdonald & Co., has returned from foreign markets, and as a consequence is offering some specials in tapestries, table cloths, and lace curtains, being manufacturers' stock lots which were bought at reduced prices. Commenting on the retail carpet trade, Mr. Dewar sagely remarked that carpets were the first thing a community will cease to buy in hard times, and the last they will commence to buy with a return of better times. For this reason he thought retailers of carpets would not have any great reason to be proud of their spring trade.

NEW JOINT STOCK COMPANIES.

APPLICATION has been made to the Lieutenant-Governor in Council for a grant of a charter of incorporation by the following:

T. Thompson & Son (Limited), Toronto, to buy, sell, manufacture and deal in ladies' and gents' clothing, boots and shoes, dry goods, furniture, groceries and provisions, crockery and general merchandise, wholesale and retail, and to purchase and take over the business now carried on by the applicant, Boyce Thompson, under the name of "Thomas Thompson & Son" and the "New Mammoth House," and "The Bell."

The operations of the said company are to be carried on in the city of Toronto, and also in such other places as may be from time to time deemed best.

The capital stock is to be \$95,000; the number of shares 3,800; amount of each share \$25. The applicants are: Boyce Thompson, merchant and manufacturer; Thomas Thompson, Thomas Carbert Thompson, merchant; William Alfred Thompson, merchant; Thomas Bell, manager, all of Toronto. Boyce Thompson, Thomas Carbert Thompson and William Alfred Thompson are the first directors of the company.

The Army and Navy Company of Toronto, to buy, sell manufacture, and deal in ladies' and gents' clothing, boots and shoes, dry goods, furniture, groceries and provisions, crockery, and general merchandise, wholesale and retail, and to purchase and take over the business now carried on by the applicant, William Alfred Thompson, under the names of the Army and Navy Stores and the Liverpool and London Stores.

The operations of the said company are to be carried on in the city of Toronto and in such other places as may be from time to time deemed best.

The capital stock of the said company is to be \$95,000.

The number of shares is to be 3,800 and the amount of each share shall be \$25.

The applicants are William Alfred Thompson, merchant and manufacturer; Richard Baker, salesman; Elizabeth Thompson, bookkeeper; Arthur Raymond Thompson, merchant; Augustus Husband, salesman, and Edgar Finch, salesman, all of Toronto. The said William Alfred Thompson, Richard Baker, and Arthur Raymond Thompson are to be the first directors of the company.

Hoskin & Ogden are the solicitors for the applicants in both cases.



TRADE'S AWAKENING.

Confidence in the Future



S ALL that is required to make trade boom, and this confidence has now been restored by the publication of the Trade and Navigation Returns for the fiscal year ending 30th June last, which

shows that the aggregate trade for the year was the largest ever known in the history of the Dominion. At last the tide has turned. Already Canada's sons of toil are returning from the United States in droves. Long trains of settlers' effects are passing the border northward daily. The United States free lands are gone, but the richest natural meadow and mineral lands of the world remain. We are on the eve of a glorious future. What it holds for this country is too grand to be fully realized. Our unlimited resources practically remain undeveloped. What are you going to do about it?

THE DRY GOODS REVIEW is the only journal in Canada read by the dry goods, gents' furnishing and kindred trades; its circulation extends over the whole Dominion; it is the standard paper of the trade; it carries as high a class of advertising as any other dry goods journal in the world; it has five times the circulation of any other journal in Canada; and there is no room at the top—we are there.

IF THEY SEE YOUR GOODS IN THE DRY GOODS REVIEW THEY BUY THEM.



NEWS AND PERSONAL NOTES.

H. BEATON, hatter, London, Ont., has leased the premises occupied by The Star Clothing House, and will take possession on the 15th inst.

Charles J. Catto, of J. Catto & Son, Toronto, has returned from Europe.

J. J. Messer, traveler for Knox, Morgan & Co., Hamilton, was married last week to Miss Maggie Boyes.

W. Gilroy, of the firm of Gilroy & Moag, who has been in business in Smith's Falls for over 25 years, is dead.

A popular young business man of London, P. B. Vanderlip, merchant tailor, has decided to locate in Strathroy.

A new woolen mill that will give employment to about eighty hands is being built at Campbellford by John Routh.

The Toronto Board of Trade has formed a manufacturers' section to look after the manufacturing interests of its members.

John Sanderson, of John Macdonald & Co., sailed last week from New York on the Cunard Line steamer Aurania for Europe.

J. M. Treble and Miss Treble, of Toronto, have returned from Europe by the Teutonic, having experienced very rough weather.

The average consumption of wool in Great Britain between 1861 and 1870 was 283,000,000 lbs.; the consumption in 1893 was 485,000,000 lbs.

Messrs. Ansley & Co., dry goods merchants of Alymer, Ont. intend opening out a branch of their store in Springfield, with John E. Black manager.

The Legal and Commercial Exchange, Toronto, is going into liquidation. The business will in all probability be closed up about the first day of May.

The millinery trade in Montreal was interested in hockey this season, the two leading teams being those of John MacLean & Co. and Caverhill & Kiscock.

Owing to the falling off in the demand for grey cottons, the Hochelaga (Montreal) mills have closed down, throwing a large number of hands out of employment.

About \$200 worth of cloth was stolen from Louis Villeneuve's store, 1,741 St. Catherine street, Montreal, recently, by burglars, who smashed a window to enter.

Frank Burch, a traveler for John Osborn, Son & Co., of Montreal, died at the Oriental Hotel, Peterboro, Ont., the other day, from pneumonia, after a week's illness.

Among the subscribers to the new United States bonds, it is noticed that the Bank of British North America appears on the list for \$500,000, which pay 3 per cent. net per annum. The above is the only Canadian bank to which the allotment of bonds has been made.

An interesting decision was rendered at Quebec in the case of Dame Blanche Hudon, wife of Arthur Delisle, M.P. for Portneuf, versus Delisle, Dion & Co., brokers. The decision of the lower court was reversed, and it was decided that in a commer-

cial case a husband managing the affairs of his wife could be called as a witness in her behalf. It had previously been held that he could give evidence against but not in her favor.

A large brick building, to be used as a carpet and tapestry factory, is in process of construction near the cotton manufactory at Montmorency Falls. Work will be commenced in the summer.

Mr. and Mrs. Jno. Simmons, formerly of Courtland, have decided to leave Manitoba and return to Ontario. Mr. Simmons has been in the tailoring and gents' furnishing business in Regina.

Guelph Board of Trade is considering the advisability of the city taking over its own insurance. They claim the cost of insuring the city annually is \$75,000, while the yearly loss is about \$5,000.

Mr. and Mrs. Frederick Wyld recently returned from the south of England, having been there since November last. Mr. Wyld reports rather a rough voyage. They came by the steamship Teutonic.

A. W. Sterling, merchant tailor, Simcoe, Ont., has bought out Wm. Mather's stock and business, and will remove his present stock and trade to the Mather stand, corner of Kent and Robinson streets.

James Nosworthy, general merchant, of Bowmanville, died on Friday. He lost his stock by fire some months since and contracted a cold at the fire, which brought on a complication of diseases that terminated fatally.

A young man named Bolduc, in the employ of Messrs. Liddell, Lesperance & Co., wholesale dry goods, St. Paul street, Montreal, has left the office and not returned. Eight hundred dollars of the firm's money is also missing.

Quebec city business men say that though things are very dull there just now, they are not so bad here as in other parts of the country. Conservative methods have been adopted for some time past by retail dealers, and stocks kept at the lowest point.

A petition from 110 of Toronto's leading merchants, to the Ontario Government, prays that the Assessment Act be so amended that when a man improves his property he shall not have his taxes increased for so doing, or that municipal councils be granted the power to carry out the reform asked by the petitioners.

An early closing bill is before the Manitoba Legislature. It provides that any municipal council may, by by-law, require that, during the whole or any part of the year, all or any shops within the municipality shall be closed, and remain closed on any day of the week, during any time between 7 p.m. of any day and 5 p.m. of the next day.

A novel procession was witnessed one day last month in St. John, N.B. It consisted of ninety-two sleds, all gaily decorated with the Union Jack, and all fully laden with Canadian cottons. This represented the receipts of purely Canadian goods at Manchester, Robertson & Allison's warehouses. A large number of people turned out to witness the great display.

The transient traders, whom all good citizens seem called upon to tax, have evaded their pursuers by enrolling with the assessors and vacating the towns of their enrolment before taxation day. Mr. Mackenzie, of West Lambton, has introduced a bill in the Ontario Legislature requiring that such traders shall



1/4 size fac-simile of package.

BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.

When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

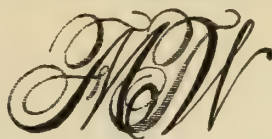
The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.

84 ADAMS ST., CHICAGO

F. W. HUDSON & CO., Sole Agents, TORONTO.

THE BEST
IS THE CHEAPEST



The Best ...

**SILK CORDS,
BARREL BUTTONS,
TASSELS, Etc.,**

In the market, bear this Trade
Mark on every box.

Toronto Fringe and Tassel Company

MANUFACTURERS OF

19 Front
St. West,
TORONTO

• Fringes, Cords, Pompons,
• Tassels, Dress Upholstery,
• AND ...

— UNDERTAKERS' TRIMMINGS —

MATTHEWS, TOWERS & CO.,

Manufacturers and Importers of

MONTREAL

.. Men's Furnishings

WHOLESALE

Fine Goods a Specialty

JUNG & SIMONS



Manufacturers

BLACK AND COLORED ITALIAN CLOTHS
FINEST GERMAN MAKE

SOLE AGENTS:

Dieckerhoff, Raffloer & Co.

New York, Barmen, Paris.

CANADIAN OFFICE:

22 Wellington St. West, Toronto

Sold only to the wholesale trade.

"Perfect" Hose . . Supporter

The newest and best on the market. You will find it
ahead of all other patents, and that it will sell better.

To our already full line of Braces, we have added a
metal **GRIP BACK**, and we still carry the
"Reliable" and other specialties.

Wait for our representative, or write us direct. We can
save you money on these lines.

C. N. VROOM, St. Stephen, New Brunswick

PERRIN FRERES et CIE.

PERRIN'S

PERRIN'S

PERRIN'S

GLOVES

ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.

7 Victoria Square, Corner St. James St.,

MONTREAL.



DO YOU STOCK THEM? —

"Maltese Cross"

BRAND

Mackintoshes.

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

... MANUFACTURED SOLELY BY ...

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO.

first pay the fee imposed on transients by the municipality of their sojourning, as a guarantee of good faith. If they remain until the tax collector makes his accustomed round the fee will be deducted from the amount stipulated.

The official statement of U. S. Treasury receipts issued March 1st, shows in round figures that for the eight months of the present fiscal year the expenses of the Government have exceeded the receipts by \$48,000,000, the aggregate standing: Receipts, \$199,500,000; expenses, \$247,500,000, or at the rate of \$72,000,000 for the year.

A Brantford, Ont., despatch says: "Since the Board of Trade meeting a strong agitation has sprung up for a better insurance rating in this city. For years past Brantford has had the lowest record on the continent, and unless the underwriters come to time in short order a local company will surely be formed. One well known financier to-day offered to invest \$25,000 in such a project."

About fifty of the tailoresses in the Toronto wholesale trade met on February 19, in Richmond Hall, and organized an association to be called "The Wholesale Tailoresses' Protective Association." Miss Carmichael was elected president and Miss Davis, vice-president. A committee composed of one from each shop was appointed to frame a constitution and by-laws and arrange other necessary details.

Louis Cooper, a Jew, doing business as a cap manufacturer in London, has absconded after clearing out all his stock. It is said that even the trunks at his boarding house were emptied. His employees, of whom a large number were girls, lose all their wages due, as there are not enough chattels left to pay the landlord. Two local wholesale firms and a leading house in Toronto are known to have trusted Cooper.

Owing to the fact that T. F. Livesey, ticket agent at the C. P. R. station, Galt, recently received notice that his services were no longer required by the company, several others along the line also received a similar notice. The offence that caused this action was the selling of a ticket to a commercial traveler without asking to see his certificate. Now every certificate must be shown to station agents and conductors.

McMaster v. Coventry.—Judgment was recently delivered in Toronto in this case, referred to in last issue, and an order made for delivery out of court of the bond given by the claimants in an interpleader issue, and for payment of the amount deducted by the sheriff from the proceeds of a sale of the goods seized, and for payment of the costs of this motion by the execution creditors to the claimants forthwith after taxation.

Belgian imports of woolen and worsted yarns declined last year. Exports of woolens increased compared with 1892, although in some cases the figures of 1891 were not reached. Exports of woolen yarns declined; those of worsted yarns increased from 1,686,000 kilos to 1,817,000 kilos. In 1891, however, the exports were over 3,824,000 kilos. The woolen yarn export trade of Belgium has increased greatly during the past three years.

The Montreal Gazette says: "We have just received the special issue of a very enterprising trade paper, THE DRY GOODS REVIEW. This journal issues every year an enlarged spring number giving all the fullest details about new fashions, etc., and its present issue is certainly a valuable one. Special attention is devoted to Montreal as the dry goods centre of the Dominion, and a lot of interesting news to merchants is given, not

only about the market, but on leading points of importance concerning the ethics of the trade. It is evident from the quantity of Montreal advertising that its merits are recognized. The typographical work and the general make up is excellent."

A London despatch of March 2 says: "A delegation representing the cotton spinners' society of Lancashire called upon the Earl of Kimberly yesterday to protest against the re-imposition of the duty on cotton imported from India. Lord Kimberly said the government had decided not to impose such duty. Nevertheless there is unquestionably a strong feeling that India will be favored with some duty. The opinion is prevalent that some measures will be taken that will have an important tendency towards the stability of exchange.

The following is a recent judgment in the case of Clarkson v. McMaster & Co.—"Judgment in action tried without a jury at Hamilton. Action by the assignee for the benefit of creditors of A. L. Davis of Hamilton, and by the creditors of Davis, to have it declared that a certain chattel mortgage given by Davis to the defendants is void as against the plaintiffs and for an account. Judgment for the plaintiffs as prayed with costs. Proceedings stayed until after the second day of the next sittings of the Divisional Court."

Emile Kluge, of the firm of Kluge Bros., New York, proprietors of the well-known German Artistic Weaving Co., will shortly open a Chicago branch for the better accommodation of their large western trade. This concern's product of woven labels and fancy trimmings is recognized by all prominent manufacturers of shirts, nightrobes, and clothing specialties, as the representative line of the country. Adolph Kluge is expected home from abroad this month, and he will have many striking novelties to show manufacturers who use this class of goods.

The wholesale drapery companies of London, England, have nearly all now issued their reports for the year ending 1893, and in every case, so far, they tell the same tale of a decrease in the net earnings for the year, as the following comparative table, from the Textile Mercury, will show:

	1892.	1893.
Devas, Routledge & Co., Ltd. . .	£11,183	£10,851
Fore-street Warehouse Co., Ltd. .	19,031	13,240
Foster, Porter & Co., Ltd.	19,221	17,045
John Howell & Co., Ltd.	25,982	20,142
Pawsons & Leafs, Ltd.	14,166	437
Robert Outram & Co., Ltd.	5,044	4,529

The merchant was rather blue, and his wife, noticing it, asked what the matter was. "Matter enough," he sighed, "I've been looking over my books and I find I've lost money every month for the last year." "How did you lose it?" she inquired. "Oh, I don't know," he said wearily, shaking his head. "Nor where?" "No." Then she thought a minute, and remembering what she did when she lost her pocket-book, her face brightened. "Why don't you advertise for it?" she asked, innocently. "By George!" he exclaimed, "I never thought of that," and the next day he had a big display ad. in the paper, and the next and the next, and in three months' time he was in clover up to his chin.

The Toronto Mail says: "The spring number of THE DRY GOODS REVIEW has just been issued, and is, without doubt, the most handsome issue of a trade journal ever put out in Canada. The front cover is a handsome lithograph of "Spring," repre-

TO THE CLOTHING TRADE

MANUFACTURERS
OF THE . . .

\$1 BOYS'
SUIT.

WRITE FOR SAMPLES.

CLAYTON & SONS,

Halifax, N. S.

“Just glance over
this letter”

EMERSON, Man.,

Feb'y 28th, 1894.

MESSRS. J. & J. TAYLOR,
Toronto.

Gentlemen :—

* * * *

Your safe has passed through a fire
here, and *stood the test well.*

* * * *

I lost about \$10,000 above insur-
ance. *Your safe preserved my
books,* otherwise I should have been
financially ruined.

Yours truly,

R. A. WHITMAN.

Be wise in time!

GERMAN ARTISTIC WEAVING CO.

WOVEN LABELS, NIGHT-SHIRT TRIMMINGS, INITIALS, ETC.



120 FRANKLIN STREET, NEW YORK. ALL ORDERS.

98 MARKT STR.,
CREFELD.

24 EDMUND PLACE,
LONDON, E. C.

8 FAUB'G POISSONNIERE,
PARIS.

senting a small boy putting on his first pair of trousers. The number is well filled with interesting and instructive reading matter and striking advertisements, the whole being brightened with over fifty illustrations. Canadians are sometimes accused of lack of enterprise, but The McLean Publishing Company, Trade Journal Publishers, Toronto, show what Canadian mechanical and mental ingenuity can produce, and the production is a credit to this young country. While the number is of special importance to the dry goods trade of Canada, it is also of considerable interest to the general reader. Well written articles, on the evils of long-credit system, on the unsatisfactory condition of insolvency legislation, on advertising, on Canada's cotton and oil-cloth industries, on spring millinery, etc., are well worth perusal, and will sustain the excellent reputation which THE DRY GOODS REVIEW has already obtained."

A Vancouver despatch says: "Shoes are being sent in large numbers through the postoffice from the east. A pair of medium heavy shoes will come from Toronto for 12c., and the difference in price between the far east and far west is from \$1 to \$3. It is very hard on the shoemakers, who have to pay British Columbia wages and British Columbia rents, but men will deal in the cheapest market. Sentiment is out of the question where dollars are concerned. Many of the British Columbia tailors are contenting themselves with less than living profits in a hopeless endeavor to cut prices to an eastern standard. The lowest priced Scotch tweed suit is sold for \$35; a similar suit costs \$23 to \$25 in the east, express charges \$1. Representatives from eastern houses are heavily licensed, but two firms have shops in which orders are taken for clothes and sent east. They are constantly busy, while those who employ local labor continue to kick against the pricks. British Columbia isn't a very good province for shoemakers or tailors."

Speaking of co-operative stores, the Montreal Star says: A special Star cable the other day announced that a company had issued a prospectus in London of a scheme for the establishment in Canada of a number of retail shops on the system of the English Army and Navy stores. Stock is offered to the public for sale. Quite a number of people in Montreal will not invest in the scheme. They are the persons who went into the last co-operative store enterprise in Montreal, and have recollections of their experience then that are not of a kind to induce them to jump at this proposal. Experience is a teacher that has the rare faculty of arresting and retaining attention. After this sour dame has once undertaken to inculcate a little lesson it requires a very gaudy "prospectus," indeed, to lure most of her pupils into paths she has taught are rough and dangerous. It is one thing to draw up an attractive looking plan. It is another matter to metamorphose it into reality. Should the stock of this new British Canadian Stores Co. (Ltd.) be offered in Montreal, those who had to do with the last enterprise of the kind will be capital people to consult when one feels moved to invest.

J. B. Sorley, secretary-treasurer of the Weston Woolen Mfg. Co., died last week after a lingering illness.

PARASOLS AND UMBRELLAS.

SORTING stocks of parasols and umbrellas are now in full display, and to say what predominates in the various ranges is extremely difficult. As regards handles, crooks are good for city trade, while straight fancies in blacks, celluloids and natural woods are shown in huge variety. Caldecott, Burton

& Spence have this year introduced the paragon frame into all their lines of parasols from 37½c. up, and as a consequence they have done an increased trade. They show most of their lines in both 21½ and 23½ inch goods. In fancy parasols plain creams seem to be favorites, while fancy shots in plain and frills, or with black frills, are also active, and shown extensively.

In umbrellas they carry a large stock, and are always prepared to meet the changing demand of the wearers of these goods. During the past year or two prices of these goods have gone down somewhat, and retailers would do well to notice this.

A WOOLEN DEPARTMENT.

A WHOLE flat of John Macdonald & Co.'s immense warehouse is devoted to their woolen department. Mr. Begg, the buyer, has just returned from foreign markets, and has restocked all leading lines for spring, and added some specials. In mantlings, the prominent feature is boxcloths, nothing seeming strong enough to displace them. Blacks, browns and tans take the lead. Black and blue serges are in good range, but of course these always sell well, for the people whose tastes never vary.

In suitings, mixture serges have the run, and an extensive range is displayed. Browns, blues and greys predominate. A cheviot make of Scotch tweeds is a nobby thing, but is good only with the extreme trade. Black and blue worsteds, venetians and twills are all in good demand at present, but these are staple goods. The famous Belwarp serges are never neglected.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED**, **FINISHED** and **PUT UP**.

Millinery Goods
Ostrich Feathers

• Superior Garment Dyeing and Cleaning in all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
 { 123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

J. Frank Riepert

162 ST. JAMES STREET

MONTREAL

DIRECT
IMPORTER

ORIENTAL

BRANCHES:

YOKOHAMA
SHANGHAI
LYONS

SILKS

And Silk Handkerchiefs

TORONTO CARPET MFG CO. LIMITED

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN
CARPETS

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER
CARPETS

The Maple
Leaf
Brand



The "Imperatrix"
Axminster

KENSINGTON
ART SQUARES
IN ALL SIZES

INGRAIN CARPETS
IN ALL
QUALITIES

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893

AXMINSTER
SQUARES, RUGS, MATS
BODIES
BORDERS
STAIRS

TORONTO CARPET MFG CO. LTD.

= OILS =

Lard Oils
Wool Oils



Lubricating Oils
Cylinder Oils ..

.. SCOURING SOAP ..

AND

Belt Dressing

This dressing is the only remedy for slipping belts; it also preserves the leather.

We make a specialty of the above lines, and quote very close figures.

We guarantee all our lard oils.

Write for Prices or Samples.

W. Calvert & Co.

TORONTO - and - MONTREAL

The Worsted and Braid Co.

OF TORONTO, Ltd.

(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

THE WORSTED AND BRAID CO., Limited,

TORONTO JUNCTION

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE
PAST 100 YEARS BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE
NO OTHER

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned;

Robinson, Little & Co., London
W. R. Brock & Co., Toronto
Samson, Kennedy & Co., Toronto
Caldecott, Burton & Spence, Toronto
Knox, Morgan & Co., Hamilton
R. J. Whitla & Co., Winnipeg
S. Greenshields, Son & Co., Montreal
Jas. Johnston & Co., Montreal
Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

WOOLENS AND
TAILORS' TRIMMINGS

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.

CORSETS

At Popular
Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

CANADIAN COLORED COTTON MILLS CO. 1894

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

— NOW READY —

See Samples in Whole-
sale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO



MANTELS, GRATES and TILES
OFFICE AND STORE FITTINGS
AND FURNISHINGS.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



ALLOA

KNITTING

Paton's
Make

Have long been CELEBRATED for
their EXCELLENCE OF QUALITY
and GREAT DURABILITY . . .

• **WOOLS**

An immense variety of **Rich Colorings** in **Wheeling**,
Fingering, **Vest**, and **Petticoat Wools** to select from.

Merchants having any difficulty in procuring them will please communicate with

JOHN F. RAPHAEL

190 St. James St., Montreal
Agent for Canada.

or to **JOHN PATON, SON & CO.**

Alloa, Scotland; and 51 Mil-
ton St., London, E.C.

Only makers of the ORIGINAL ALLOA YARNS.

Thomas Mealey & Co.

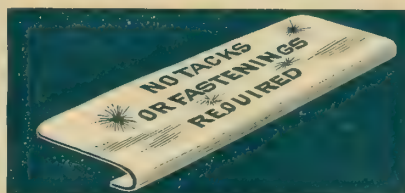
MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.



OFFICE.—

24 Catharine St. North.

John Macdonald & Co.

TO THE TRADE

TRUTH IS STRANGER THAN FICTION



We buy direct from manufacturers, through shrewd and expert departmental buyers, for cash.

We sell cheaply and are satisfied with small profits.

Our goods are attractive and fashionable.

We give a liberal discount for cash payments.

Every live merchant should send for a copy
of our new catalogue.

... Filling letter orders a specialty ...
Orders solicited.

DEPARTMENTS

Silks and Dress Goods	Gents' Furnishings
Linens and Staples	Haberdashery
Woollens	Hosiery and Gloves
Carpets	Ribbons and Laces

JOHN MACDONALD & CO.,

Wellington and Front Sts., East

... Toronto, Ont.

No Doubt You Have Been Taking Stock

DRESS GOODS

Dyed and

Finished

Guaranteeing no shrinkage
in the width.

DURING the months of January and February and have come across quantities of goods which are entirely out of the fashionable shades for the Spring Trade, or have been damaged or faded. Goods such as Cashmeres, Henriettas, Serges, Twills, Hose, Wool Veilings, Ostrich Plumes, Union and Soft Silks and Ribbons, Military and Mohair Braids, etc. These cannot be disposed of except at a great sacrifice and loss, and even if sold are rarely found to give satisfaction to purchasers. Such sacrifice should not and need not be made when they can be re-dyed, re-finished and put up as originally.

By sending to us for our wholesale quotations it will be found that it pays to have the old stock re-dyed.

R. PARKER & CO.

Dyers and Finishers

BE SURE you send your goods to
Parker's, Toronto; they will be done
right if done at PARKER'S.

787 to 791
Yonge Street, Toronto, Ont.

THIS ISSUE | THE TARIFF.
MORE PRIZE ESSAYS.

1891
*THE CANADIAN
DRY GOODS REVIEW.*

HATS

CAPS & FURS.

APRIL.

MILLINERY
& CLOTHING.



It Is Our
Business



To make underwear. We have spent six years at nothing else but this **business**, and the result of our experience is **the very best at the right prices**. Will you not

MAKE IT YOUR BUSINESS to write for "Health Brand"
whenever you are ordering underwear.

The Montreal Silk Mills Co.

LIMITED

MONTREAL

PUBLISHED BY
THE J. B. MACLEAN PUBLISHING CO. LTD.
TRADE JOURNAL PUBLISHERS
TORONTO, ONT.

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.

PERFECT
SHAPE.



Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
Extra Charge



Also in 3 doz.
Strong Cloth
Stock Boxes.
And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

BEE HIVE
WOOLS.

BEE HIVE
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
3 PLY 51

BEE HIVE
WOOLS

J. & J. BALDWIN.
MANUFACTURERS

BEE HIVE
SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

CLARK BRIDGE MILLS, HALIFAX.

LISTER & CO.

(LIMITED)

Manningham Mills

BRADFORD, - - ENGLAND

(Paid up Capital, \$10,000,000)

*Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.*

Lister's 18 inch Silk Velvets

*Are the best for finish. No Dry Goods Store
should be without them.*

Lister's Antique Velvets and Velour du Nord

24 and 32 inch for Mantles.

To be had of all Leading Dry Goods and Millinery
Wholesale Houses.

SOLE AGENTS FOR THE DOMINION:

H. L. SMYTH & CO., Montreal and Toronto

S. Greenshields, Son & Co.

MONTREAL

General Dry Goods Merchants

Sole Selling Agents for Canada for

PRIESTLEY'S CELEBRATED


Dress Fabrics and Cravenettes

Thouret, Fitzgibbon

& Co.
MONTREAL

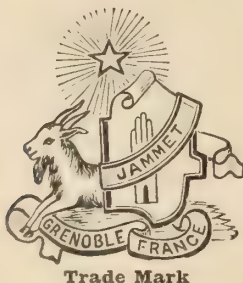
Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Very
Choice
Lines of



La Chartreuse
Laced

Andree . .
Button

SPECIALTIES.

Laced, Dome and Button

IN SPRING SHADES, just received.

SEND FOR SAMPLES AND QUOTATIONS.

The Worsted Weaving Co.

BRADFORD, ENG.

Being the Sole Manufacturers of the Celebrated

"Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence," the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

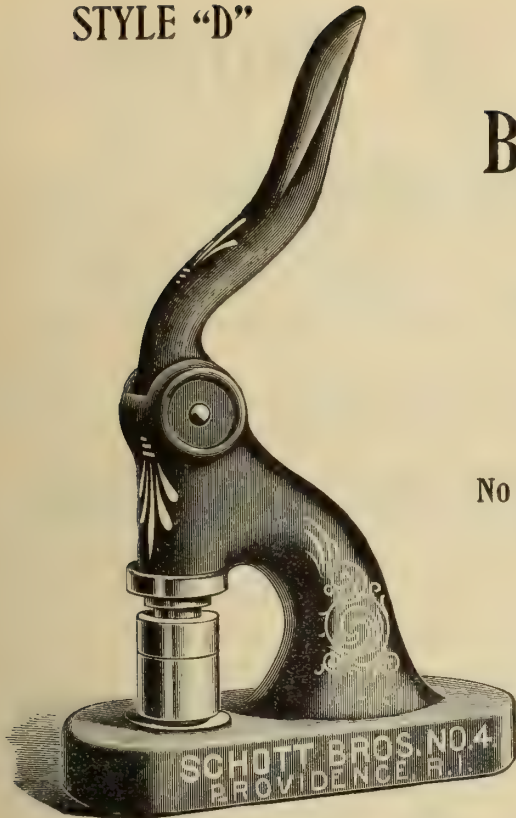
It is made in qualities suitable for ladies' and gentlemen's wear. . . .

Our travelers, who are now on the road with fall samples, will show you these goods with our assortment for the season.

54 Bay Street,
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CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, APRIL, 1894.

No. 4.

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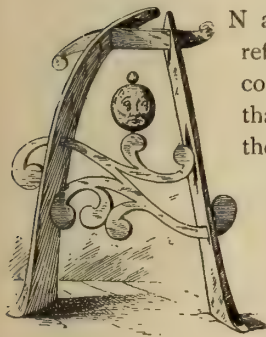
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DIVISION COURTS AND APPEALS.



AN agitation is going on in Ontario for law reform, the aim of which is to lessen the cost of small suits, and to limit appeals so that the rich man may not be able to tire the poor man out, and thus deny him justice, or the poor man worry the rich man, simply because he is rich. This reform is being earnestly advocated by certain newspapers—and much good is being done. Ontario's law system may be the best in the world, but it is also the most expensive.

Let us look at the case of Division Court fees, where small debts are collected. A correspondent in our January issue pointed out that these fees were from five to eight times as heavy as in England. In this country, if a man desires to collect a small debt, say of \$10, he must first pay \$2.50, and mileage for the issue of summonses, etc. Then when he has got judgment, his execution costs him 65 cents. Then if bailiff returns "nulla bona," a judgment summons can be secured for \$2.50, and some extras for a few cents more. This very seldom brings in any proceeds, even if the judge orders him to pay so much per month. Then when a payment is defaulted—and the first one usually is—\$2.50 more is paid for a default sum-

mons, and if no appearance be entered, 65 cents will buy an order to commit. Even this is seldom effective, as the bailiff arrests the man, brings him up before the judge, who usually grants a stay of proceedings. The judge does this once a month for six months, and in that time the order runs out, and the suitor must start all over again. Costs to date: Court costs, \$2.50, 65c., \$2.50, \$2.50, 65c.—total, \$8.80; counsel's fees, \$5. Grand total to collect a \$10 debt, \$13.80—and the debt may not be collected.

Lest this may seem overdrawn, we may state that careful enquiry leads to the conclusion that seven cases out of ten in the Division Court go as we have outlined above. This being the case, there is no reason for the continuance of such farcical procedure.

A suitor should be allowed to serve his own summonses and thus save the bailiff's fees. The suitor would be willing to do this and could do it as effectually and even more promptly than the bailiff. The bailiff will allow a suitor to do this, but his magnanimity will not extend to the point of allowing the suitor to keep the fee for himself. He collects his fee at all opportunities.

The best plan would be to do away with either the County or Division Court, and establish the other with all the duties, privileges and jurisdiction of both. One court could do the work quite as efficiently as two, and at a great saving both to the cause of justice and to creditors and debtors in general.

The Thornbury Herald, to turn to the question of multiplicity of appeals, tells of a case where a steamboat belonging to a poor man was locked in by the floating logs of a lumber king and delayed eight days. The owner of the boat sent his wealthy neighbor a bill for \$200, representing the loss from the delay. He received from a firm of solicitors a letter intimating that they would accept service in a law suit if the complainant chose to bring one; but that they were instructed to carry the suit, if necessary, to the Judicial Committee of the Privy Council in order to make a test case of it. As the proceedings would have cost the poor man more than the value of the little boat that was his means of livelihood, he preferred to submit to his loss.

The Globe, in referring to the above incident, remarks: "At every step in the suit the rich man would have had an advantage over his opponent, because the former would naturally have the better counsel, and he may too present his case more forcibly in the courts." The Globe then goes on to say, "We believe the next step in the progress of law reform should be a lessening of the number of appeals. No injustice could result from this."

NEW INSOLVENCY BILL.



FOREIGNERS who have creditors in this country have been heaping abuse on the Dominion Government and people generally, because there has been no uniformity in the Insolvency laws of this country. These persons will be glad to hear that there has been introduced into the Canadian Senate a National Insolvency Bill, and as it is introduced by a cabinet minister and announced as a Government measure,

its passage is an assured event. When this bill becomes law—and it will in about a month—the Dominion Government will have passed one of the greatest acts for the mercantile community which has been placed on the statute books for ten years. It will give an impetus to trade which can only be detrimental by being of too great a degree. Undue expansion of credit is the only thing to be feared.

Owing to the fact that the Dominion's laws on this subject override all provincial legislation, the laws now in existence in each of the seven provinces will be voided and one law only will prevail throughout Canada. There will be no preferences, and all creditors will share alike. The full clauses concerning this part of the bill cannot yet be given, as printed copies have not yet been distributed. But as the bill was drawn upon the basis of the previous Canadian acts, and existing British acts, and then submitted to the various boards of trade for criticism before introduction, these provisions should be full and adequate. So much time and consideration, from lawyers and merchants, has been spent on this bill, that it cannot fail to be comprehensive and workable. Moreover it is expected that in its workings it will be found inexpensive—a reform on this particular having been effected, as compared with previous Canadian acts.

The Hon. Mackenzie Bowell, Minister of Trade and Commerce, in introducing this bill into the Upper House, pointed out that the bill which is now submitted for the consideration of the Senate differs in some material respects from former Canadian acts and also from the provisions of the English act, particularly as to the class of debtors who can take advantage of its provisions. In previous Canadian insolvency laws traders only could assign or be put into bankruptcy by their creditors. The English act, however, extends its benefits to all classes of creditors. The proposed bill provides for two classes of debtors: (1) Traders who are fully defined in section 5 and debtors who are not traders as defined by said section. The former, that is the trader, can only assign or be placed in bankruptcy by the action of a creditor; that is, he cannot make a voluntary assignment; while the latter class, that is the farmer, rancher, grazier or other debtor, can make a voluntary assignment and ask for relief under the act, but cannot be forced into insolvency. The reason for this distinction is to prevent any one or more creditors from placing an agriculturist or other similar debtor into bankruptcy when there might be a probability of his being able to pay his indebtedness after a good or average harvest, when, if forced into bankruptcy, his farm and other property might be sacrificed and thus ruined by costs, etc.

Under the proposed bill the trader can be forced to assign by any debtor with claim of \$250 or more, while any other class may assign voluntarily, but cannot be compelled.

A trader can be forced to assign if unable to pay his debts in full. If he makes any general conveyance or assignment of

his property for the benefit of his creditors, or if being unable to meet his liabilities in full he makes any sale or conveyance of the whole of the main part of his stock in trade or assets, without the consent of the creditors or without satisfying their claims; or, if he permits any execution issued against him to remain unsatisfied till within four days of the time fixed by the sheriff or seizing officer for the sale thereof, or to remain unsatisfied for 15 days after such seizure; or, if with intent to defeat, defraud or delay his creditors he allows his chattels, stock in trade, assets, land or property, or any portion thereof to be seized, levied on or taken under any process of execution.

In speaking of the following section Mr. Bowell said: "Section 7 deals with the proceedings required to bring a trader under the act—namely, on the petition of a creditor for \$250 and upwards, for a receiving order, which may be issued in the first instance, in all cases except when the Act of Insolvency relied upon is that the debtor has ceased to meet his liabilities generally as they become due, in which case the order is issued only after notice to the debtor. In case the order is issued ex parte the debtor may move to set it aside. As I have already indicated, provision has not been made whereby a trader may make a voluntary assignment or whereby a receiving order may, as in England, be issued on the trader's petition. The Act of 1869 provided for voluntary assignments by the trader; the Act of 1875 provided for assignments only on demand of creditors. The issue of a receiving order vests in the official receiver the estate of the insolvent."

The next clause of importance is 15, which reads: On the making of a receiving order no creditor shall hereafter have any remedy against the estate of the insolvent in respect of any debt, and no action shall be begun or instituted, nor shall any actions then pending against the insolvent be continued except with the leave of the court in which the same are instituted or pending. But except in this act otherwise provided nothing herein shall be construed to prevent a creditor having security for his debt or any part thereof from realizing on or otherwise dealing with such security or any part thereof in the same manner and to the same extent as if the receiving order had not been made.

Clause 17 provides that the Governor-in-Council may appoint such persons as he thinks fit to be official receivers under this act for several districts, and may remove any person so appointed.

Clause 19 provides that the receiving order shall vest in the official receiver all the estate of the insolvent to be held by him until the liquidators are appointed, after which the liquidators hold the estate in trust for the benefit of the insolvent and his creditors. (This prevents an assignee from gaining and keeping control of the estate to the detriment of other creditors.)

The official receiver must call a meeting of the creditors within 20 days from the date of insolvency. Creditors may appoint from one to five inspectors to superintend the work of the liquidator.

Compromises can be made, but a section provides that the deed of composition and discharge must be confirmed by the court before going into effect. It also provides for the hearing of objections thereto on the part of creditors.

At the expiration of a year from the date of insolvency the insolvent may give notice of his intention to apply to the court for a discharge without consent of his creditors, and the court may, in case the discharge is not opposed, on proof being made to its satisfaction that all the notices and formalities required by

the act have been complied with, make an order for the discharge of the insolvent. Creditors can oppose this, and discharges obtained by fraud are void.

Present insolvents—since repeal of Insolvent Act of 1875—can obtain discharge, and many a man trading under his wife's name will gain his freedom.

When he came to Section 30, Mr. Bowell said: "Sections 30 to 34 provide for assistance being given by the debtor in the winding up of his estate, for his examination under oath or the examination of any other person having knowledge of his affairs, for the arrest of the debtor in certain cases and for the delivery of his correspondence to the receiver or liquidator. This clause may seem somewhat inquisitorial in its character, but it is contained in the English Act, as well as in the old acts which were passed by the Parliament of Canada. Under an order from the court, his letters and correspondence can be taken possession of and read in the presence of certain officers of the court, and the debtor or trader as the case may be, and if they relate to his business they will be retained, and if not, they will be handed back to him. Sections 35 to 53 make provision for the discharge of the debtor, which may be effected in two ways: First, under deed of composition and discharge executed by a majority entitled to rank on the estate; or, secondly, without consent of creditors after the expiration of a year. In both cases the deed, or the discharge, has to be confirmed by the court and provision is made for notice to creditors. The court may confirm, refuse or suspend the operation of a discharge, and in case of a deed, it may, following the English act, impose conditions as to payment of further dividends out of future earnings or after acquired property. A meeting of creditors must be held specially to consider a deed of composition, but the notices of application to the court to confirm the deed may be given concurrently with the calling of the meeting. The meeting must, however, be held at least one week before the application is heard. Appeal from the decision of the court, confirming or refusing to confirm a deed is allowed in all cases. Applications for a discharge are not heard by the County Court judges as in case of other proceedings under the bill, but by the judges of the higher courts. The provisions of the bill have been cast with a view of simplifying the proceedings and lessening cost to as great an extent as possible. Section 54 extends the provisions of the act relating to discharge to traders and debtors who, since the repeal of the Act of 1875, have made general assignments without preference or priority. In this case they would have to undergo the same examination and pursue precisely the same course as a trader or debtor desiring to be relieved of his debts under the act. Part 3 of the bill deals with the debts which are provable against the estate, the effect of the insolvency on antecedent transactions, and the realization and distribution of the property of the estate. These sections are based upon the Act of 1875, and can better be considered when the bill is in committee, and dealt with section by section. Attention may, however, now be called to the provisions of section 58, which enumerates the privileged claims to be paid in full before payment of dividend—namely, official receiver, liquidator and employees for three months' salary and landlord for three months. In the case of a landlord, the right to distraint is taken away, but a preferential lien is given for the time his premises are occupied by the liquidator for the benefit of the estate. Section 80 follows the English Act which allows property to be disclaimed in certain cases, when burdened with conditions which would

render it valueless as an asset. This latter section was not in previous Insolvency Acts in Canada. Part 4 (Section 93) provides for a more summary method of winding up small estates. This section applies only to estates in which the value of the property is not to exceed \$5,000 of available assets. There are similar provisions in the English Act, but they only apply to estates under £300 (\$1,500). We consider that in drafting this, we might safely, under the peculiar circumstances of our country, extend that amount to \$5,000, where the creditors could, by mutual agreement with a trader or debtor, take possession of the estate and make the most possible money out of it, at the least cost. No special remarks need be made in relation to Part 5, which deals with the duties, etc., of the liquidator. His remuneration, as well as the remuneration of the official receiver, is left in the hands of the creditors or inspectors, subject to review by the court."

NO ORDERS TOO LARGE.

A MOTTO, original and trenchant, has been adopted by Samson, Kennedy & Co. It is, "No orders too large that the details escape our attention; no orders so small that we do not cater for them." This motto is an excellent one, and by carefully carrying it out any house will merit the trade of its customers.

A reference to their advertisement on another page will show that this house is abreast of the times and is offering some very taking lines of goods. A special purchase of nearly 8,000 dozen of handkerchiefs is being displayed. They run from 18 cents per dozen up, and include ladies' and men's linen, Irish, Swiss, fancy embroidered, scalloped, and children's colored border. They claim also to have the lowest line of initials ever shown in Canada.

In shirts they have an immense range in their furnishing department, including negligés with soft collars, negligés with laundried roll collar and cuffs, including a special line at \$5, black sateens at \$7.50, and flannelettes from \$2.75 up. They have boys' sizes in all these classes of goods, thus making their range very complete. Other leading lines in this department are: A full 8-oz. cottonade overall at \$6.75, a line of extra heavy twill umbrellas at \$4.50, and a special line of drill vests at \$10.50. A large range of neckwear is shown, including bows in the newest shapes and latest patterns and colorings, graduated derbys, small knots, and special summer goods. Picque and duck vests are in good range.

Their whole stock is in good shape to withstand the onslaughts of their orders during the sorting season, and their customers can rely on prompt and sympathetic attention.





THE TARIFF CHANGES.

OUR Government have made some changes in the tariff. They have not wiped it out altogether, or even reduced it to the standard 17½ per cent., which is usually regarded in this country as a revenue basis. They have retained duties from 25 to 40 per cent. because other competing nations have too much strength to allow them to do as they wish in this market.

One of the greatest requests of the trade was for a simplification of the tariff. This has been secured to a certain extent, but not by any means to the degree desired. Specifications have been abolished in nearly every case, and all classes of goods are under an ad valorem duty. This is a simplification. Another example is furnished by serges. Dress serges were formerly 25 per cent., while men's serges came in as woolens, and paid 20 per cent. and 10 cents per pound; now both are 30 per cent., and men's serges need no longer be entered as dress goods to save duty. Again, take Italian cloth. Under the old tariff wool Italian cloths paid 23½, 25 or 27½ per cent., according to quality, while cotton Italian cloths paid 32½ per cent. Under the new tariff they all pay 30 per cent. These are but examples of the simplification which is being introduced into the schedules.

Another feature noticeable, but which might have been more so, is that unfinished goods pay less duty than finished goods. For example, take dress goods. The schedule runs as follows:

Women's and children's dress goods, coat linings, Italian cloths, alpacas, or leans, cashmeres, henriettes, serges, buntings, nun's cloth, bengalines, whip cords, twills, plain or jacquards of similar fabrics, composed wholly or in part of wool, worsted, the hair of the camel, alpaca, goat, or other like animal, not exceeding in weight six ounces to the square yard when imported in the grey or unfinished state for the purpose of being dyed or finished in Canada, new 22½ per cent., old 25 to 32½ per cent.

Other examples might be mentioned did space permit.

Cotton thread has felt the change:

NEW TARIFF.

Cotton sewing thread, in hank or on tubes, black, bleached or unbleached, three and six cord, 15 per cent.

Cotton sewing thread and crochet cotton, on spools or in balls, 25 per cent.

OLD TARIFF.

Thread, cotton sewing, in hanks, black, bleached or unbleached, three and six cord, 12½ per cent.

Thread, cotton, on spool, 25 per cent.

According to this, cotton in hanks pays 2½ per cent. more than formerly, while spools remain the same. This is a decrease in protection to the Canadian spooling factories, and thread is likely to be advanced as a consequence. Reasons are stated elsewhere why the price of cotton thread will be stiffer.

The ready-made clothing men seem to have struck a serious snag. The duty is now 32½ per cent. ad valorem, as against the old duty of 10c. per lb. and 25 per cent. This old duty seems to have corresponded to the old duty on woolens of 10c. per lb. and 20 per cent. The new duty on woolens is 30 per cent. and on manufactured clothing 32½ per cent. That is, they have 2½ per cent. less protection than before, while the duty on thread has been increased. This is a case where we

agree with the dry goods section of the Toronto Board of Trade, that this class of manufacturers should have at least 10 per cent. protection, that is, 10 per cent. over any duties on cloth and other raw material. This would be protection not only for the manufacturer, but also directly for the Canadian workman. The German labor which we have to compete with in this class of goods should be taxed—or if not taxed, wages will be seriously depressed, and no thinking and observing person can deny that wages are low enough already in this branch of industry, and that the sweating system has already made deep enough inroads into this country.

Pearl buttons have been changed from an ad valorem to a specific duty—a retrograde step. Compare:

NEW TARIFF.

Buttons of hoof, rubber, vulcanite or composition, 4c. per gross and 20 per cent., ad valorem.

Buttons of pearl, vegetable, ivory, or horn, 8c. per gross and 20 per cent. ad valorem; old, buttons of pearl, 25 per cent., vegetable, ivory, or horn, 10c. per gross and 20 per cent.

Buttons, pantaloons, and all other buttons, n.e.s., 20 per cent. ad valorem.

OLD TARIFF.

Buttons of hoof, rubber, vulcanite, or composition, 5 cents per gross and 20 per cent.

Buttons n.e.s., 25 per cent.

Under this schedule pearl buttons costing 15c. a gross pay a duty of 73.3 per cent., while buttons costing \$15 per gross pay only 20.5 per cent. The very cheapest pearls are not made in this country, the cheapest price being 60c. per gross. This is one of the cases where the tariff discriminates in favor of the rich for the protection of a Canadian industry.

On collars, cuffs and shirts the duty has been slightly reduced, but the principle of specific duties maintained. The duties are now as follows:

Collars of cotton, linen, xylonite, xyolite or celluloid, 24c. per dozen and 25 per cent. ad valorem; old, 24c. per dozen and 30 per cent.

Cuffs of cotton, linen, xylonite or celluloid, 4c. per pair and 25 per cent. ad valorem; old, 4c. per pair and 30 per cent.

Shirts of all kinds, costing \$3 or less per dozen, 25 per cent. ad valorem; costing more than \$3 per dozen, new, 25 per cent. ad valorem and a specific duty of \$1 per dozen; old, \$1 per dozen and 30 per cent.

The trend of the changes are right, but the degree of the change might have been greater without seriously crippling any industry.

The umbrella duty remains 25 per cent. There has been considerable discussion on this point, and the dry goods importers have declared themselves in favor of 20 per cent. The difference is not very great, and as umbrella tubes pay 15 per cent., and as there are a large number of persons employed in the making of domestic umbrellas, we cannot see that this duty is so very objectionable. There are certainly other things more objectionable, e.g., the specific duties which yet remain.

The desire for simplification has led to the placing of velvets, velveteens, and plushes under one schedule at 30 per cent. Silk velvets were at 30 per cent. before, but all others were at 20 per cent. The desire to simplify was no excuse for raising

the duty on cheap goods. In the interests of the consumer of the cheaper class of goods the duty should have been kept at 20 per cent. These goods are not made in Canada and there is no protection required. The Montreal wholesale dry goods men have suggested putting velveteens at 25 per cent. Velveteens and silk velvets should be kept together for purposes of having brief schedules, and these dry goods men have asked for this, hence they are quite inconsistent in changing their demands.

The same people have asked that dress goods remain at 22½, 25 and 27½ per cent., instead of having, as under the new rates, unfinished goods at 22½ and finished goods at 30 per cent. Here again we disagree, and believe that the Government's classifications are an improvement. They are simpler and more workable. They place a higher tax on the goods on which most foreign labor has been expended. This latter principle is one which, as we have maintained in previous issues, should affect our tariff more than it does. We are glad to see that it obtains more in the new tariff than it did in the old.

Just here it might be mentioned that the dry goods men of Toronto and Montreal have passed resolutions disapproving of the classification of brussels and tapestry. Here again we do not entirely agree with them, but a fuller explanation will be found in our carpet and curtain department.

Cloaks, mantles, etc., are in the same position as ready-made clothing explained above. A northern merchant writing to a Toronto daily says: Among the items in our entry was ladies' capes, sterling cost, £10 6s., equal fifty dollars, for duties; weight, 36 pounds, at 10c. per pound, and 20 per cent. on fifty dollars, which equals \$13.60. Under the new tariff, 32½ per cent. on fifty dollars equals \$16.25. Dress goods, sterling value, £56 2s. 10d., value for duty in dollars, \$273. The amount of duty collected under the old tariff, at 27½ per cent., would be \$75.07; under the new, at 30 per cent., it means \$81.90. The first example would seem to indicate that perhaps the ready-made clothing people may fare better under the new tariff than they expect. The paper referred to in speaking of this letter editorially, quotes another example where on an importation of \$4,000, the total difference in duty was 70 cents.

But it was in cottons that a most decided change has taken place. Last fall a drop of 5 per cent. took place in all lines of bleached and in the better numbers of unbleached. Now the changing of the duties has been made the occasion for a further reduction. The old duty on unbleached cottons was 1 cent per square yard and 15 per cent.; now it is 22½ per cent. The consequence is that these cottons have declined from 7 to 10 per cent., and that much benefit will fall to the consumer. The old duty on bleached cottons was 1 cent per square yard and 15 per cent., while now it is 25 per cent. This has caused the manufacturers to drop 7 per cent. on an average on all lines. This seems to prove that the cotton manufacturers have up to the present taken nearly full advantage of the tariff. That is what the tariff is for, of course, but what we object to is their doing it and then denying it—not directly of course, but indirectly.

The specific duties on sheetings, drills, ducks, cheesecloths, cotton, or canton flannels, unprinted, have been changed to a straight ad valorem duty of 30 per cent. Denims, drills, tickings, gingham, plaids, flannelettes, cottonades, jeans, and all similar cotton goods have been reduced from 2c. per square yard and 15 per cent. to 30 per cent. straight. The prices on

colored cottons have not changed very much as yet. A few special numbers in linings have come down, and flannelettes are sure to come down this week; otherwise the manufacturers have made few changes. Prices are weak, however, and orders are being held in anticipation of better quotations. The change in colored goods cannot possibly amount to 5 per cent. on an average, although one number in linings has been dropped 12½ per cent.

One line peculiarly affected by the tariff is printed cantons. All lines that cost less than 15 cents in the States will be lowered, and all that cost over that will be raised.

The only class of manufacturers who have done any genuine kicking are the manufacturers of cheap grades of woollens. They have sent a deputation to Ottawa and have stated their case very forcibly. They have also many sympathisers in the trade who freely express the opinion that unless their protection is increased, many of them will be forced to the wall.

Our Montreal correspondent writes as follows: "The question of the recent tariff changes has occupied a good deal of attention among the dry goods trade in Montreal since the Budget has been brought down, and there have been several meetings of the Dry Goods Association in regard to the matter. On the one hand there are the importers, whose principal sources of grievance are the new advanced duties on dress goods, those on carpets, and the change in the schedule on velveteens; and on the other there are the cotton manufacturers, who are put out because the duty has been reduced on cotton goods. The latter are, perhaps, making the strongest kick of all, but the importers also have sent several deputations to Ottawa, and are in hopes that their views will be met. They contend that under the old schedule of 22½, 25, and 27 per cent. the average duty on imported dress goods was about 26¾ per cent., and that therefore the increase to a uniform rate of 30 per cent., if it is confirmed, means an average increase of 3¼ per cent. They hold that the old basis was quite enough protection, and are in hopes that the views of the trade, both in Montreal and Toronto, urging a uniform duty of 25 per cent., will be granted.

The case of velveteens is another case which the Montreal importers have made a strong point with the Government. They hold that the new duty imposed is equivalent to an advance of 50 per cent. The old rate was 20 per cent., which has been increased to 30 per cent., or an increase of half of the old rate of duty. These they also want placed on a uniform schedule of 25 per cent., and point out that this is more protection than is needed. Velveteens are largely used by the poorer classes, and as they are not now made in Canada, and not likely to be for years to come, the rate they propose is held to be quite sufficient. The manufacture of velveteens is one of the most difficult things known to the trade, which the importers advance as another argument in support of their contention. Shawls are another grievance. Under the new tariff they are not classified. The wholesalers fear that unless this is done they may be classed either with all knitted or woollen goods, which are under rates of 35 and 32½ per cent. respectively, and, to obviate this, want them put under per cent. rate also."

H. Beaton, a well-known London hatter, was standing on a step-ladder in the store last Wednesday when the support broke, and in the fall Mr. Beaton caught hold of the shelving, pulling about 40 feet of it down with him. A severe sprain of the shoulder was the injury received.

A NEW COMPETITION.

Three Handsome Money Prizes.

Closes June 1st.

SUCCESS having attended the first prize competition held by THE DRY GOODS REVIEW, a second is now announced. The subject is one which should interest every dry goods retailer, and the best men in the trade will no doubt enter the lists and contest for supremacy. This subject :

How to Draw and Keep Trade

is a difficult one to treat, and one which will require much thought. Every merchant has his own methods and his own ideas, yet there are certain general principles which can be laid down as the basis of success. After these, there are numerous minor plans and details which are always considered useful by the live retailer.

To those who will write we would say : Stick to your text, have an idea in every paragraph, arrange your ideas logically, avoid wordiness, and quit when you have said enough. You will thus be enabled to produce a short, crisp essay, full of ideas and quite readable.

We hope for an increased number of essays in this competition. Twenty-two wrote last time, and as it was the first of its kind in Canada, we were satisfied. This one should bring out more writers. The great dry goods trade is filled with brainy men, and the rest desire to exchange ideas with them. It is this interchange of ideas which will educate the trade, place it on a higher plane, and produce an esprit du corps which will be beneficial in more ways than one.

The following are full particulars of the competition :

A first prize of \$15, a second prize of \$10, and a third prize of \$5, are to be given by this journal for the best essay on the following subject :

How to Draw and Keep Trade.

The rules of the competition shall be as follows :

1. All the competitors must be devoting their whole time to some branch of the retail Canadian dry goods trade, and must be subscribers of this journal.
2. No essay must exceed 2,500 words nor be less than 1,500. Neatness will not be regarded, beyond the point that the essay must be readable, and the paper written on one side only. The sheets must be fastened together and numbered.
3. The essay must be original.
4. Each essay must be signed by a nom de plume, and both the proper name and nom de plume of the writer written on a slip and placed in a sealed envelope, which envelope must be addressed, DRY GOODS REVIEW, 10 Front street east, Toronto, and across the corner have the words "nom de plume." This envelope must be enclosed in another, so that no post mark will appear upon the former.
5. All essays must be sent in to this office not later than June 3rd, and awards will be announced in the June issue, and the prize essays will then be published in order.
6. As the competition is to encourage thought among merchants and clerks, professional writers will be excluded.
7. The judging will be done by two retail dry goods merchants. The names of these merchants will be announced at the same time as the award.
8. All prize essays shall be the exclusive property of THE DRY GOODS REVIEW.

SPECIAL MONTREAL NEWS.

FOR the past three weeks business in dry goods in Montreal has only been fair. The cold unsettled weather and the uncertainty about the tariff are to a large extent responsible for this state of affairs. Travelers are now all at headquarters from their general placing trips, and are preparing for their sorting one. The placing trip this spring, according to the opinion of four leading houses in the trade, in the aggregate return it has brought will compare favorably with that of former seasons; and with the opening of navigation and finer weather the trade are looking forward to fair encouragement from the sorting trip. During the past few warm days the city trade has been good, and, all in all, it is the opinion, considering all the adverse circumstances that were in operation, that matters might have been worse.

Payments on the fourth of April seem to have been satisfactory, some houses reporting that as high as 75 per cent. of their paper was met, while the general average appears to have been 60 to 65 per cent. This is considered a fair return, in view of the weather and other causes.

In view of the advance in the duty on all kinds of cashmeres, henriettas and imported dress goods to a uniform rate of 30 per cent., the trade are considering the propriety of an advance of 2½ to 5 per cent., commensurate with the increased duty on these goods, in the event of the change being confirmed. Business in fancy dress goods has, by the way, been fully equal to that for the corresponding period last year.

In consequence of the new schedule of duties on cotton goods, prices have been reduced fully 10 per cent. on the average in grey and bleached cottons by the Canadian manufacturers. The range on colored goods has also been marked down, but in the case of the latter class of goods the change has not been so important, the average difference being much less. The mills have sent out the new lists on greys and



bleached to the trade, but in the case of colored have not yet done so at the time of writing.

As a result of this reduction in price, agents of American goods have been through the trade quoting pretty low figures on cotton yarns and warps, but the Canadian mills having forestalled them they cannot be imported at to-days prices.

Wm. Agnew, of Wm. Agnew & Co., writing from London, England, to his house here under date of the 29th March, complains that he could get us no information regarding the new tariff at the Canadian Government offices in London, although it had, as he afterwards found, been published in the Times. Mr. Agnew considers the Government office in London should have been in a position to satisfy Canadian buyers on all these points if it is for use and not for ornament. It is naturally of great importance to buyers in their operations to know as soon as possible what the changes were, but the clerk who answered Mr. Agnew, according to his letter, did not seem to have the slightest idea in regard to the matter.

Brophy, Cains & Co., have been receiving some fine lines of knitted spring woolen goods of different kinds during the past week. They are offering a large assortment of shirts in this connection for summer wear.

James Johnston & Co., state that they can hardly supply the demand for more silks both in watered and antique. James Slessor, the senior partner of the firm writes stating that he experienced great difficulty in having his repeat orders attended, but that there is near at hand and on the way extensive additional supplies in these lines of goods for this firm.

Thouret, Fitzgibbon & Co.'s new stock of French gloves have been opened up during the month. If the demand keeps

up as it has they expect to be cleaned out of their first importations by the end of the month. Their travelers are at present taking orders for importation on a magnificent range of gloves. Prices at all the European markets are firm.

Wm. Agnew & Co. are just receiving an extensive assortment of Estemene seaside serges in striped patterns in dark colors. Their moire antique and watered silks are another extensive line. The demand for these goods is very brisk this spring.

Matthews, Towers & Co. are in that position of indecision where they would like suggestions from their customers. They admit the soft impeachment that, though they know a good deal, they don't know everything.

Hodgson, Sumner & Co.'s extensive assortment of silk has been a good thing for buyers. Their supply of the moire antique and watered descriptions, which are the fad now, is a very large one.

S. Greenshields, Son & Co. report that the spring trade in dress goods has been fully up to the average. The well-known Priestly fabrics have received well merited attention.

Manufacturers of garments of any description which require or could be benefitted by the use of a tag should communicate with Kluge Bros., the representatives for this country of the German Artistic Weaving Co., the address being 126 Franklin street, New York. Their productions embrace everything in this line, and for beauty of design and perfection of workmanship cannot be excelled. The prices are reasonable, and no manufacturers need to hesitate to send for samples, as they will gladly furnish them and give full particulars.

In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,
Tweeds and Worsteds, Pants, Shirtings, Cottonades and Cottons

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

— Hamilton, Ont.

OUR TARIFF VS. OTHERS.

WE ARE no protectionists, neither are we free-traders. We believe that the necessities of a country and the circumstances of international trade should be the statesman's guide. We believe that the United States tariff is too high, and the British tariff too low, and that Canada's tariff is rapidly reaching a state of perfection. As the United States gradually reduces her tariff, Canada will reduce hers. These are our ideas—they may not coincide with theoretical political economy, but they coincide with our common sense.

There is one thing about our tariff changes for which we must profess our admiration. As soon as the Minister of Finance announces his proposed changes, they go into effect, subject to subsequent revision. There is no temporizing, delaying or haggling. There is no suspension of manufacturing awaiting a change. The changes are all announced and go into effect within twenty-four hours. There may be some minor changes subsequently, but these do not affect the generality of the above statement. In the United States the changes are announced, perhaps, six or nine months before they go into effect, and great uncertainty prevails. The manufacturer is in suspense for that period, and doesn't know whether to work under the old or prepare for a new. In Canada everybody accepts the change, and goes to work to do the best he can under the changed circumstances. An importer may be at a disadvantage in importing if duties are raised, but most of them in taking orders on future delivery have a clause saying, "subject to any change in the tariff," and any who do not have this are not wise. Taking everything into consideration, the suddenness of the change is the least objectionable way of introducing new duties.

CANADIAN NEEDLES.

CANADA has a new industry in the manufacture of hand sewing needles which has been started in Montreal by the Canadian Needle Company. They manufacture all kinds of advertising novelties in needles and fancy needle books. They also make needles and pins and the well known "Kantopen" hooks and eyes. Sewing machine needles, brass and steel pins and all classes of hooks and eyes are handled.

This firm has taken for its motto: "Home Industry is the Life of a Nation," and for this reason they will no doubt receive their share of the Canadian trade.

WRAPPING PAPER ADVERTISING.

GEORGE CAUDWELL, of Brantford, runs two stores, sells for cash, uses advertising cuts liberally, states his prices openly, and does a rushing business.

THE REVIEW is in receipt of some samples of his wrapping paper. Each sheet is a well illustrated price list. The larger the sheet, the greater the number of articles mentioned. This is an excellent idea, and with a frequent changing of printing on these wrappers, much hard hitting can be done. When a customer gets her parcel home, notices it and sits down to think over her morning's shopping, she will read over the prices, compare them with what she has seen in her rounds, and draw conclusions. If these are favorable, she will remember it when she has further shopping to do.

Newspaper advertising is always good, but for supplementary advertising Mr. Caudwell's plan is without spot or blemish.

ONE MANUFACTURER AWAKE.

CANADIAN manufacturers have, as we have repeatedly pointed out, been too slow and too conservative in the pushing of the sale of their goods. Last month we expressed our indignation in unmeasured language. One manufacturer at least takes the hint, although, as usual, it was the one who least needed it.

"The Health Brand" of underwear will henceforth be sold direct to the best retail trade of the Dominion.

Our representative in Montreal informs us that he called upon the manager of the Montreal Silk Mills Co., who are the proprietors of this celebrated brand, and his reasons for this step appear to be very sound. He acknowledges that their company has always received the utmost consideration at the hands of the wholesale trade, but realizes the correctness of the principle that the right way to handle high-class goods is to come into as nearly direct contact as possible with the consumer; and in pursuance with this principle, they have decided to approach the best retail trade of the country direct, thereby enabling the dealer to buy their goods at such prices as both leave him a fair margin of profit, and permit him to offer increased inducements to the public to purchase.

To accomplish this end upon the most economical basis, an arrangement has been arrived at with Messrs. Hermann H. Wolff & Co., of Montreal, a very large and wealthy house, whereby the mill is relieved from the necessity of engaging a large staff of travelers on the payment of a small commission out of their own profits, thus enabling the retailer to have all the advantages of buying at the mill prices, which under any other arrangement would not have been possible on account of the very large expense attached to the employment of a staff of travelers on the mill's own account.

The manufacturers have, however, retained the services of two special representatives, who will cover the ground at points where the salesmen of the firm in question do not touch.

A very large amount of money has been placed aside for the purpose of bringing the merits of "The Health Brand" to the knowledge of the consumer, and from what our representative has seen, the methods to be employed will be entirely original and far-reaching in their effects.

We have before had occasion to notice and commend the enterprise of this company, and can only say, in connection with the present venture, that they have our best wishes for success.

KID GLOVES.

THOURET, Fitzgibbon & Co., Montreal, are very busy completing spring orders and opening out stock for sorting purposes. This is going to be very complete, comprising various color assortments in Jammet French kid goods, which are particularly fine and perfect this season as vastly increasing mail orders attest. This brand of gloves is well known and its popularity among consumers has made it a profitable line for retailers.

Geo. Wilmot, who has been with the firm of Thos. Thompson & Son for the past thirteen years, and for some time manager of one of the departments, has accepted a position as traveler for the wholesale gents' furnishing house of McFarlane, Patterson & Co. of Montreal. His fellow-employees presented him with a handsome secretaire on the eve of his departure as a token of the esteem in which he was held by them.

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : •

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and MOST IMPORTANT, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES.

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

Correspondence.

A SUGGESTION RE RETURNING GOODS.

To Editor DRY GOODS REVIEW:

SIR,—I have before me as I write a copy of a circular sent out by the wholesale dry goods section of the Board of Trade of the city of Toronto, re Returning Goods. No doubt nearly all the dry goods men of this province and some of the other provinces have received a similar copy. I wish to express my deep sympathy with the wholesale trade in finding so much trouble in this direction, and to humbly offer a practical solution of the problem. Just a little more backbone, gentlemen, to show these unbusiness-like business men that you conduct your business upon business principles, and these untrained, uninitiated, unbusiness-like business men will soon learn that it is their business to do business with other men of business upon acknowledged business principles. If retailers ship back goods unfairly, write them at once, giving them the option of paying for loss and expense incurred or again receiving the goods, and then stick to your proposition. It's the "sticktoitiveness" that will accomplish your purpose. One great cause of the trouble complained of, is that altogether too many novices are being constantly received into the trade by wholesale firms. A little more conservatism on this point would be equally beneficial to both wholesale and retail merchants, and tend to bring about much better relations between them. Allow me to say that it is a straight insult to those of us who do not follow the reprehensible practice complained of, to send us such a circular. If there is a need for the circular, surely in all fairness it should only be sent to those who require such reminders. But I am loth to believe that the great dry goods interest of Toronto cannot deal with this grievance in a more candid, straightforward and effectual manner.

Thanking you for your valuable space to air our side of the grievance, I am, sir, yours,

FRONTIER.

LIVE JOBBERS.

W. R. BROCK & Co. are showing a very large range of ladies' and children's ribbed cotton vests. They always make a point of having up-to-date goods at interesting prices. The "Rattler," in ladies' vests, which led the market last season, is being offered by that house at a price which enables the retail merchant to make a leading line of vests to retail at five cents and make at the same time a small margin of profit. Serpentine braids are scarce, but another shipment of blacks and colors have just arrived, and back orders are being filled. A case of gauntlet gloves in blacks and correct shades of tan have just been passed into stock. Repeat orders of their leading lines of lace curtains to retail at the popular prices of 40c., 50c., 75c. and \$1 arrived last week. The demand for these lines has been exceptionally large on account of their superior value. Their hosiery and glove department is full of seasonable goods, and all quotations are such as keen buyers expect.

In the March REVIEW a special line of prints at cut prices were mentioned. These have been rapidly picked up, and the stock is getting pretty low. A fair variety of patterns yet re-

main for the buyer who desires specials. A fair line of special indigos shown by this firm is attracting attention.

A special line of men's flannelette shirts, which can be re-tailed at 25 cents, with a good margin, is a spring specialty which this firm is displaying.

They have made some purchases of flannels, blankets and underwear for the fall season at prices which they claim are below manufacturer's cost. They are making them at prices closer than they have ever been able to quote previously. In the face of such assertions as these, no retailer can fail to investigate the facts of the case.

Ducks and drills, fancy flannels and fancy vestings are shown in a variety of colorings and patterns, and are being rapidly picked up by the best trade. As the season opens, the demand for serges seems to be increasing in all makes, and the stocks are well maintained, and will be throughout the season.

WAR IN SEWING COTTON.

BRITISH manufacturers of sewing cotton have been cutting prices until nearly every firm is losing money. The Draper's Record speaks thus of the prices: "Comparing the price lists of the three firms mentioned, we find that Chadwick's prices vary from 6d. to 5s. less per gross than those of Coats', while Clark's are from 1s. 3d. to 7c. per gross below those of Chadwick's. A gross of 200 yards six-cord reels of Clark's make can now be obtained for 11s. 6d., while Chadwick's and Coats' prices for similar articles are 14s. 6d. and 16s. respectively. Under these circumstances it is evident, unless some mutual agreement is arrived at between the three competing firms, that Coats' and Chadwick's must reduce their prices to those of Clark's, for the consumer, although slow to change, will sooner or later be forced to buy the cheapest goods. The duration of the conflict will necessarily depend on the reserve forces held by the rival companies; but if continued to the bitter end, the victor will have little cause for congratulation. In the meantime the trade is thoroughly disorganized, and shareholders are beginning to take alarm."

The trouble seems to have arisen from the fact that litigation has been going on between Coats' and Chadwick's about a label the latter were issuing. Chadwick's have, however, disclaimed any intention of imitating Coats' label and the case has now been dropped. But before the two litigants came to their senses, the Clark's had taken a hand in the cutting business—a business easier to start than to stop.

Canada has seen and felt much, during the past few years, of this fluctuation in the prices of sewing cotton. This cutting is not only senseless, but disastrous to producer and handler.

The commercial travelers' associations are likely to have another contest for the freedom of trade on their hands before long. Premier Peters, of Prince Edward Island, is after them. In his recent programme speech he intimated that it was the intention of his Government to put the travelers on the same footing as pedlars. From Montreal, Toronto, St. John and other cities, he said, came a host of commercial travelers, year after year, and they sold as much in a day as the poor taxed pedlar did in a year. He did not wish to drive them away, but he would make them pay, and as there was some question as to the right of the province to impose a license tax upon them, he would test the question and fight it out.

HANDKERCHIEFS

Over 7,000 dozen passed into
stock as follows:

G278	1000 doz.	Children's Picture Handkerchiefs.....	\$.18c.	in 10 doz.	bundles	
G279	1000 "	" " Fancy Border Handkerchiefs.....	.18	" 10 "	" "	
G290	200 "	Gents' Colored Border ".....	.30	" 10 "	" "	
G292	200 "	" " " " ".....	.31	" 10 "	" "	
G285	500 "	White Mock Hemstitched ".....	.22 1/2	" 10 "	boxes	
G376	200 "	" Hemstitched ".....	.27 1/2	" 5 "	" "	
D—	1000 "	" Cord Edge Hemstitched " 6 pat. to doz.	.40	" 1 "	" "	papared in 5 dozen.
(VERY SPECIAL LINE)						
X232	500 "	" Scalloped Embroidered 4 " "	.95	" 5 "	" "	
X205	100 "	" Embroidered Handkerchiefs.....	.44			
X215	300 "	" " ".....	.50			
X209	300 "	" Hemstitched F'cy Embroidered, 4 pat. to doz.	.57 1/2	" 5 doz.	boxes	
G100	200 "	" " " " 6 " "	.67 1/2	" 1 "	" "	papared in 5 dozen.
S199	200 "	" " " " 6 " "	.75	" 1 "	" "	" "
G102	150 "	" " " " 6 " "	.87 1/2	" 1 "	" "	" "
S200	100 "	" " " " 6 " "	1.10	" 1 "	" "	" "
X495	400 "	" " INITIAL Handkerchief, big job	.45	" 5 "	" "	
Lot 81	50 "	" Emb'd Swiss Handkerchiefs, 6 patterns to doz.	1.25	" 1 "	" "	
" I	100 "	" " " " 6 " "	1.40	" 1 "	" "	
" 90	50 "	" " " " 6 " "	1.50	" 1 "	" "	
B21	110 "	" All-Linen Handkerchiefs, 5/8.....	.88	" 5 "	" "	
B23	125 "	" " " " 5/8.....	.98	" 5 "	" "	
S50	300 "	" Job White all Linen " 5/8.....	.82 1/2	" 10 "	bundles	
S52	100 "	" " " " 3/4.....	1.23	" 10 "	" "	
S54	80 "	" " " " 7/8.....	1.65	" 5 "	" "	

5/8 White Hemstitched Irish Lawn in 1 dozen
picture box, papared in 5 doz., as follows:

S105	100.....	37 1/2c.
S120	90.....	40
G402	150.....	40
G405	100.....	52 1/2
G406	90.....	62 1/2
S130	75.....	75

3/4 White Hemstitched Irish Lawn in 1 dozen
picture box, papared in 5 doz., as follows:

G410	60.....	72 1/2c.
S140	50.....	67 1/2
S145	50.....	80

SEND IN YOUR ORDERS

Orders } No order so large that its details escape our attention.
No order so small that we do not cater for it.

SAMSON, KENNEDY & Co.
...TORONTO...

THE CARPET DUTY.

THIRTY per cent. protection would be sufficient for the ingrain men of Canada, if all things were equal. These are the words of Jas. P. Murray, of the Toronto Carpet Mfg. Co. He then went on to point out that with this protection they could compete with United States producers if it were not for the drawback given to exporters of carpets by the U. S. Government. Mr. Murray believed that the drawback on maquettes was 30 cents, on tapestry and Brussels 12½ cents, on all-wool ingrains 7 cents, and on union ingrains 4 cents per yard. "We can compete against a manufacturer anywhere, but we cannot compete with the U. S. Government unless our Government will give us a specific duty equal to the U. S. Government bonus to United States manufacturers.

The makers of wool and union yarns, of which there are a large number in Canada, will suffer severely if the Canadian manufacturers of union and wool carpets are forced to close their factories. And there is not the slightest doubt but that this will happen to a certain extent if the tariff remains as it is.

Some of the jobbers of tapestries are complaining that the 30 per cent. is too much on these goods, as tapestry is not always a luxury, while Brussels is. This distinction seems to have been neglected in framing the new tariff, and also by the Boards of Trade in their representations to the Government since the new duties came in force.

A MONTREAL DEALER'S VIEWS.

James Baylis, of James Baylis & Son, carpet dealers, strongly condemned the changes in the tariff which relate to carpets. "The increase of 5 per cent. in the duty" said Mr. Baylis, "means 10 per cent. added to the consumer's carpet bill. Car-

pets range from the ordinary tapestry, retailing at 50c. per yard and under to the heavy pile goods at \$3.50 and over, and an estimate of 5 to 25c. per yard increased retail cost under the new duty is quite within the mark. Tapestry and Brussels are the great carpet staples imported in large quantities and used by the masses, and as they are not manufactured in Canada, the old duty was in my opinion more than sufficient. In so far as the Government have changed the mixed duty on yard wiles, amounting in some cases to 50 per cent., they have done well in so cheapening these by forcing the home manufacturer to meet it. The importation of these, however, and the duty collected was insignificant and the loss of revenue will be light, and the expediency of placing heavier taxation on all the others at the expense of the great mass of the consumers to make up for the small deficit is very questionable. Take the additional revenue from tapestry alone, and the increased returns from carpet and rug importations will be very large. Add to this the duties on the higher grades of oil cloths above £2 sterling under an ad valorem of 30 per cent., and include that to be derived from low grades hitherto almost prohibited under the mixed tariff, and you have a very large increase on revenue under a tariff professedly devised on a basis of 'reform' and 'relief.' For all these reasons I think that the clauses relating to carpets need careful revision before they are ultimately confirmed."

NOTES.

Thomas Mealey & Co., of Hamilton, Ont., are receiving orders from dealers in all parts of the Dominion for their wadded carpet lining and stair pads, and report a very satisfactory increase in business. This, no doubt, arises from the

ThibaudEAU Bros. & Co.

Importers of —————

ENGLISH .
FRENCH .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.
Quebec.

THIBAUDEAU BROTHERS & CO.
London, Eng.

THIBAUDEAU BROS. & CO.
332 St. Paul St.
MONTREAL

John D. Ivey & Co.

53 Yonge Street

....Toronto.

We have just received and
passed into stock

*New Hats, New Laces, New Veilings'
New Ribbons, New Flowers*

New Novelties

Which will again make our stock complete after two weeks of the biggest selling in the history of our house. All orders, either by letters or through travellers, will receive best attention.

John D. Ivey & Co.

fact of their keeping up the quality of their goods, which are now so well-known. The lining has the advantage of being practically moth proof and softening the tread, thereby effecting a saving in the wear of the carpet of many times the trifling additional cost.

Mr. Syer has severed his connection with the Empire Carpet Works at St. Catharines. This firm will now be represented in Western Ontario by J. E. Kent, and east of Toronto by Chas. T. Doyle, who has an office in this city. Mr. Etherington is certainly doing a hustling trade these days.

THE MILLINERY TRADE.

SUPPLEMENTAL openings will take place in Toronto on April 30th and May 1st and 2nd, and it is expected that some striking summer novelties will be shown in shapes and trimmings.

Owing to the backwardness of the season, no special preferences have been developed in straws. Blacks and browns have been strong so far, but lighter goods are expected to displace them by May 1st. Flat shapes have held well, although all classes of shapes have received attention.

In trimmings, black violet mixtures, roses, and blue forget-me-nots, are leading. Buttercups have a local demand. Feather mounts and osprey mixtures are good, while jet goods have had an extremely profitable season.

Silks generally are only fairly active. Moires in blacks and some colors are leading, both in piece goods and in ribbons.

NOTES.

Reid, Taylor & Bayne have just received a lot of scarce goods, and moire goods are now in full display. Black, brown,

and navy veilings are restocked, as are black flowers, black and green violets, and roses. Straw plaques of all kinds are to hand, including blacks, browns, tabacs, niles, navys and greys.

D. McCall & Co. report a good supply of moire goods, and that their buyer is now in New York and is sending on the latest novelties in straws. They are well prepared to fill all orders sent them by their customers during the sorting season. A few of their fast-selling lines of spring capes are still in stock, although very low.

S. F. McKinnon & Co. have been supplying the trade with all they could desire in moire silks; they keep their buyers at the other end of the cable. They can still say: "Ribbon buyers, if you want to see the largest and best assorted ribbon stock in Canada, we will take pleasure in showing you through it." They have a large and choice stock of parasols, of which buyers would do well to take notice. In laces, straws, flowers, plumes, and jet goods the stock is kept well assorted and is always equal to all demands.

A bill has been introduced into the New York Legislature for the purpose of abolishing the three days of grace now allowed on commercial paper, and the drift of opinion among business men seems to be in favor of the bill. Three days of grace originated in the times when people traveled by stage coaches or sailing vessels, and delays might always be feared, but now with railroads, steamships, telegraphs, and telephones at the service of business men, no margin need be allowed for delay or uncertainty, for the rare exceptions to this rule can take care of themselves.

WYLD, GRASETT & DARLING

April 1894

Full assortment of Black and Colored Henriettas.

Navy and Brown Velveteens, (old prices).

Cravenettes in Oxford, Navy and Black.

Special Value in Curtains.

Serpentine Braids, Black, Brown, Navy and Cream.

*All Departments Maintained
with Seasonable Goods.*

Wyld, Grasett & Darling . .
TORONTO

We Have Recently Opened

the following Seasonable and Desirable Goods, to which we desire to direct particular attention, viz. :—

Late deliveries of some very choice Dress Goods, including CREPONS, of which we have now a full range. This is one of the most popular woolen materials of the season, and is certainly one of the prettiest, being specially adapted to the draping which is seen on many of the new spring models. HOPSACKINGS, ESTAMENES and DIAGONAL SERGES, in Navy and Black, still retain their popularity and will again be much in demand as the season advances. We hold a fine stock of these goods, also a full line of our well-known BLACK CASHMERE. We have just opened a large shipment of

Ladies' Waterproof Mantles in the very latest styles.

Girls' Jersey Dresses, choice lot of new and stylish goods.

Boys' Jersey Suits. These are the nobbiest thing out for boys.

Black and Colored Velveteens in all shades and prices. Victoria Lawns and Checked Dress Muslins.

Lace Curtains and Curtain Nets.

Linen and Satin Back Ribbons.

In Hosiery and Gloves we offer many specially good lines.

Beaded Gimps, Fringes and Buttons in endless variety.

We have a splendid stock of all the newest and choicest things in Lace Goods, and this being essentially a lace season, merchants will please take a note of this.

Having purchased the balance of manufacturer's stock of Flannelettes at a great sacrifice, we are offering same at less than mill prices. Beautiful cloth, choice patterns and colorings. Send for samples.

ALEXANDER & ANDERSON

REVIEW OF CURRENT HISTORY.

WITH this number the Cyclopedic Review of Current History closes its third volume. Those who have followed its contents since its foundation must be convinced of its value and cheapness. For Canadians it is not its least important feature that it devotes so much attention to the affairs of the Dominion. In the present quarter which brings 1893 to an end we have an account of the Hon. Mackenzie Bowell's mission to Australia, with a portrait of Mr. Bowell, a portrait of Sir S. H. Strong and a sketch of his career, a portrait and brief biography of the late Sir John Abbot, and portrait of Mr. Christopher Robinson, Q.C., in connection with his services as counsel in the Behring sea case, etc. Altogether it is a publication to be commended. \$1.50 per annum. (Buffalo, N.Y. : Garretson, Cox & Co.)

SPECIALS AND DRIVES.

JOHN MACDONALD & CO.'S large warehouse contained quite a number of sharp buyers through the month. A line of dollar curtains is a taking specialty. In the haberdashery department gold and silver belts, narrow jet trimmings, a new range of men's underwear at low prices, an exceptionally cheap line of flannelette shirts, and a job lot of handkerchiefs—all have attracted attention. In the dress goods and silk department, American challies in spots, stripes, and figures are shown at lower prices than usual, as the lot was a special purchase. A shipment of velveteens is just coming to hand, which is said to be something startling in value, and which contains blacks, golden browns, midbrowns, and myrtles. Black and

white silks have been re-stocked, as these combination goods are selling very well. Apron lawns—plain goods with borders—and clearances in German dress goods are two other features of this department.

One special line of 31-inch flannelettes is being offered at



No. 6748—JOHN MACDONALD & Co.

below regular price. This is a special clearance from a manufacturer.

Three lines of Scotch crash towellings are being cleared out at a cut price, notwithstanding the stiffness of the linen market; also two special lines in tablings.

Several special lines of curtains at popular prices are being shown. Nos. 6574 and 6748 are illustrated herewith, and prices can be seen in the circular issued by this house this week.

THE BOOK OF THE FAIR.

NUMBER Seven of the now well-known Book of the Fair continues to explain and illustrate the educational exhibits which made the World's Fair at Chicago a place for estimating the advance of civilization. A full page picture of the largest telescope of the world fills the reader with awe—awe of the greatness of man. Chapter eleven opens in this number, and is devoted to "Woman's Department."

Number Eight continues to describe "Woman's Department," and the illustrations of French art, French salons, French draperies, etc., must please the eye and delight the imagination of every lady reader. Chapter twelve occupies part of this number, and is devoted to machinery. Published by the Bancroft Co., Chicago.



No. 6574—JOHN MACDONALD & Co.

Supplementary Opening—

OUR Summer Millinery Opening will be held on Monday, Tuesday and Wednesday, April 30th, and May 1st and 2nd. Our foreign buyer has been in the European markets since early in March ready to secure anything new of a worthy character as the latest millinery thoughts are produced, and also to respond to our almost daily cablegrams repeating quick selling lines. He reports having been successful in securing choice goods and helpful ideas for this important mid season opening, so that we will not only be in a position to show all the latest novelties to be found in the European and American markets, but also to exhibit the latest trimming ideas from Paris, London and New York. We cordially invite the trade to be present on this occasion and ask you to here note the lines in which lies our great selling strength. Black and Colored Silks, Moire effects, to the front ; Silk Velvets, Silk and Satin Ribbons, Moire effects, in the lead ; Laces, Parasols, Millinery and Millinery requisites. These lines we keep thoroughly assorted all through the season. None can supply your wants better. We want your trade. If you have been doing business with us in the past you know that we advertise facts only, and if you have not been doing business with us accept this invitation and go with the crowd.

S. F. McKINNON & CO.

Cor. Wellington and Jordan Streets,

and at 35 Milk Street,

TORONTO

London, Eng.

TRADE CHAT.

BARRY & Co., formerly of Spadina avenue, Toronto, are now doing a good business in Beamsville, Ont., and value THE DRY GOODS REVIEW as a means of information.

A millinery shop will soon be opened in connection with George Anderson's store, Maryville.

Frank Sanagan, for years a leading tailor in London, died last week. He was a popular society man.

Peterboro' dry goods merchants will close at six o'clock on all evenings except Saturday, having begun on 9th inst.

It is expected that a new Atlantic cable will be stretched across that ocean by July 1st. It is of a very heavy type.

Montreal importers of American cotton worsteds complain that the change in the tariff will increase the price of their goods.

On April 12th a parcel of tailor made goods, valued at \$100, were seized at Niagara Falls, N.Y., as having been smuggled from Canada.

H. H. Smith, who has conducted a merchant tailoring business for many years in Winnipeg, has gone to Rat Portage where he will open up in business.

Seaforth is now well supplied with gents' furnishing stores. There are two new ones just opened up—Stark Bros. and Dill & Spears—making a total of five in town.

Stewart Munn & Co., of Montreal, have received a despatch from their houses in St. John's, Nfld., stating that about 20,000 seals have just been caught at Fogo and Foulington.

Paul Jones, the globe-trotter, is now working in a dry goods store at Bridgeport, Conn. He is a drawing card, and sells photos of himself in the paper suit in which he started out.

R. E. Inglis, the Montreal clothier, left last night for home. While in the city he measured the employes of the Electric Railway Company for their new spring uniforms.—Winnipeg Free Press.

Mary Connolly, convicted of shooting at H. Weltner, a commercial traveler, with murderous intent, was sentenced by Judge Weatherbe at Halifax, recently, to fourteen years in the penitentiary.

R. J. Hunter, the well-known merchant tailor, corner King and Church streets, Toronto, announces his intention of giving up the men's furnishing department and devoting himself entirely to the tailoring.

W. F. Boughner, St. Thomas, proposes making extensive alterations and improvements in his merchant tailoring and gentlemen's furnishing establishment. He intends to make it one of the best equipped stores in the West.

The Smash Bang Clothing House at Chatham is advertising that they have purchased \$6,200 worth of clothing in Toronto at 49c., and are making a special effort to catch trade. This rate-on-the-dollar business is having a big run in Canada's leading towns and cities.

W. R. Brock and B. B. Cronyn, of W. R. Brock & Co., left some three weeks ago for the continent to make purchases for the fall trade. Mr. Brock's wife and daughters have been living in England for a couple of years and they will return to Canada with Mr. Brock about the first of June.

A spring circular issued by L. J. Corbitt, of Palmerston, and specially devoted to dress goods, millinery and ladies' furnishings is worthy of mention. In the first place it was neat enough

to please artistic readers, and betokened no half-hearted one-horse dealer. Moreover it was not like too many of the circulars sent out by retail dry goods merchants, composed mostly of wind, but contained much information which ladies would treasure up and upon which they would lay great value. Send for a sample of it, and see how as good a man as yourself does business.

At a recent meeting of the Chamber de Commerce, Montreal, a resolution was adopted concurring in the request of the Quebec Board of Trade that double rate of freight should not be charged on trunks. It was decided to make arrangements at as early a date as possible for a congress of all the chambers de commerce in the province.

W. T. Cooke, of London, England, died at the Queen's Hotel, Toronto, last week. Heart disease was the cause of death. He was a traveler for the firm of Cater, Platt & Co., mantle makers, London, England, and had been in Canada about a month. He was 37 years of age and leaves a widow and two children, who reside in England.

The Belleville Board of Trade have elected the following officers: Thos. Ritchie, president; John G. Frost, vice-president; John Parker Thomas, secretary; J. P. Thompson, treasurer; W. W. Lee, J. W. Johnson, Geo. Wallbridge, Walter Alford, Henry Pringle, W. N. Ponton, J. W. Walker, H. Corby, Thos. Wills, J. Brazier, D. M. Waters, council.

The weavers of Halifax Cotton Factory went on strike on March 31st on account of notice of a 10 per cent. reduction in wages, to take effect from April. The manager's version is that about 110 weavers in the factory went out in consequence of a reduction of wages in some lines of goods. They were notified previously that the reductions would take place.

All the looms of the Montreal Woolen Mills Company stopped on April 2nd, through the strike of the employes. The strikers claim a reduction in wages was contemplated, while Jos. Horsfall, as director, claims they were starting a lighter class of work, for which less money is paid by other mills, and they were reducing the wages to the same basis.

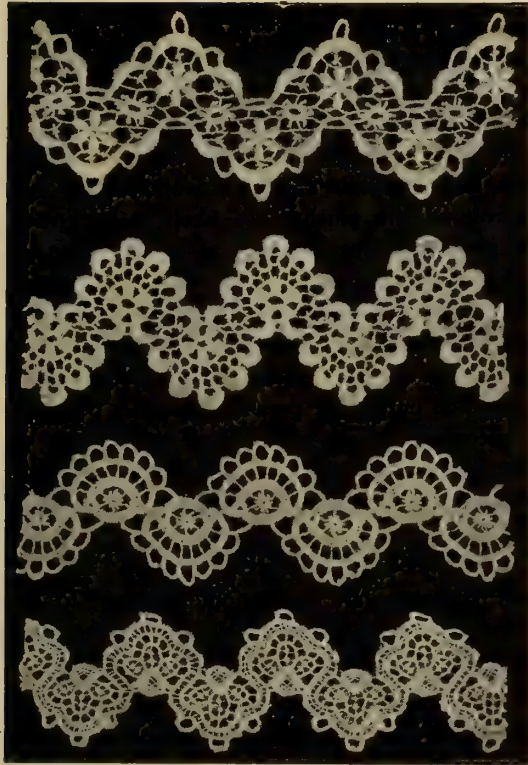
The Newcastle, N. B., Board of Trade met to elect officers on April 2nd. The officers for the year are: W. A. Hickson, president; P. Hennesy, vice-president; D. Morrison, secretary. Council: C. E. Fish, J. D. Creaghan, J. H. Phinney, James Brown, Thomas Russell, M. Russell, A. A. Davidson and Geo. Stothart.

The annual meeting of the Morden, Man., Board of Trade was held on April 2nd. The officers for the ensuing year were elected as follows: H. P. Hansen, president; H. Meikle, vice-president; J. Heiman, treasurer; J. H. Smith, secretary. Council: C. R. Runsford, C. Locke, G. Ashdown, J. B. McLaren, W. Garrett, J. H. Dunsford, I. A. Cowie and H. McKay.

At the annual meeting of the St. Stephen, N. B., Board of Trade the following officers were elected: G. W. Ganong, president; A. I. Tweed, vice-president; C. N. Vroom, secretary; C. W. Young, treasurer. Council: C. H. Clarke, F. M. Murchie, J. E. Ganong, A. McTavish, E. G. Vroom. A committee was appointed to look into the matter of establishing a telephone system in the town.

The council of Toronto Board of Trade recently discussed at some length Paul Campbell's resolution introduced in the dry goods section, to the effect that the Consumer's Gas Company be taxed on its gross receipts and compelled to contribute to the city's revenue in a manner similar to the taxing of the Street

MILLINERY



Wavy Insertions

LACES.

LACES.

WE show a very large and fine range of *Laces* of all kinds, *Chantillys*, *Guipures*, *Plauens*, *Ori-entals*, *Point D'Irlande*, *Cotton Novelty Laces* in *blacks*, *whites*, *creams* and the *new butter* shade, which is meeting with great favor. Our values unsurpassed and assortment unequalled in the trade.

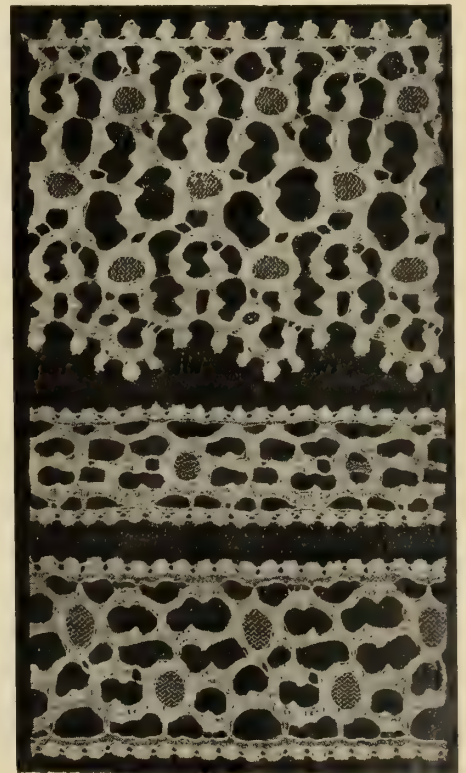


VEILINGS.

VEILINGS of all kinds, blacks and colors; grand assortment of low priced goods. The *Novelty* of the season is the *New Flesh Colored Veiling* with black spots. It is to be found with us. *Mourning Veilings* and *Veils*, *Mourning Requisites*.

WE MAKE A SPECIALTY OF THIS DEPARTMENT.

Flowers, Feathers, Ribbons,
Pins and Ornaments, Trimming Novelties,
Velvets, Silks, Satins, Crapes, Straw Hats.



Cotton Fancy Lace and Insertions.

REID, TAYLOR & BAYNE

9 & 11 WELLINGTON STREET EAST, TORONTO.
210 to 214 ST. JAMES STREET, MONTREAL.

Railway Company. A committee composed of Messrs Caldecott, McMaster, Rogers, Gooderham and Wilkie, was appointed to report on the question.

John Lugsdin, of J. & J. Lugsdin, hatters and furriers, Toronto, was married on the 16th inst. His employees presented him with a handsome silver service a few days previously.

The firm of McIntosh, Williams & Co. has been organized into a corporation under the laws of the Dominion of Canada, under the name of the Alaska Feather and Down Co., Ltd. The corporation has acquired the business, good-will and assets, and has assumed the liabilities of the firm, and will continue the business at the same place, 10 St. Sacramento street, Montreal, Que. The members of the company are: W. J. White, K. Bossevain, J. H. Sherard and J. P. Williams, Montreal, and A. J. McIntosh, New York.

The annual meeting of the Dominion Cotton Mills Company was held Thursday 12th, at the offices of the company. A. F. Gault, president, occupied the chair, and among the shareholders in attendance were D. Morrice, R. L. Gault, J. McDonald, S. H. Ewing, Jacques Grenier, J. O. Villeneuve, J. P. Cleghorn, J. H. R. Molson, F. L. Beique, S. Finley, Charles Garth, C. E. Gault, A. C. Leslie, Hugh McLennan, James Williamson, Dr. Lovejoy, L. H. Archambault, James Wilson, Jr., and Mrs. T. L. McConkey. The usual financial statements were submitted, and were considered satisfactory. The usual votes of thanks were passed, and the old board of directors was re-elected, as follows: A. F. Gault, Jacques Grenier, Robert L. Gault, S. H. Ewing, D. Morrice, C. E. Gault and J. O. Villeneuve. At a subsequent meeting of the directors A. F. Gault was re-elected president and Jacques Grenier vice-president.

Letters patent have been issued, incorporating George White, George Augustus White and Alexander Graham Allen, manufacturers, and Alice Clara White, married woman, all of the city of Toronto, and William Bryson Allan, of the city of St. Catharines, architect, for the purpose following, that is to say: To carry on in all its branches the business of manufacturing and dealing in fringes, cords, tassels, gimps, dress and cloak trimmings, undertakers' trimmings, upholstery trimmings, braids, yarns, laces, twines and all articles required for upholstering and trimming; and for the said purposes (a) To manufacture, buy, sell and deal in machinery, plant, tools and fixtures, and (b) To acquire the necessary real and personal property, including patent rights, by the name of "The White-Allan Company of Toronto, Limited," with a total capital stock of twenty thousand dollars, divided into four hundred shares of fifty dollars each.

WATERPROOF SILK SEAL.

PLUSHES and sealettes have always been objectionable in outer garments because they were liable to be spotted by rain. Lister & Co., Bradford, England, have produced a waterproof silk seal which is said to possess all the qualities which will prevent it being injured by water.

That this firm is producing goods which no other firm can rival, may be gathered from the following extract from a recent issue of the Ladies' Pictorial: "There is a peculiar fascination about velvet and plush which appeals forcibly to everyone who has an affection for fabrics which are characterized by softness and richness of texture, and in the first rank of loveliness among these materials must be placed the beautiful plushes and velvets always associated with the name of Lister. These fabrics now cover a very wide range, both as far as color and texture are

concerned, and as they can be obtained from all the respectable drapers throughout the kingdom, my readers will have no difficulty in judging for themselves the exceptional beauty and richness of these lovely materials. Most novel and most successful of all, perhaps, is the new waterproof silk seal—an admirable substitute for real sealskin, possessing an additional advantage from the fact that it cannot be spoiled or injured in any way by rain or damp. The color is a deep, beautiful brown, and the pile of the material wonderfully rich and soft. Two other qualities of seal plush have also lately been produced by Messrs. Lister, and will be found most effective whether for coats or mantles. Fur trimmings have also been brought out this season by the same manufacturers. They are known respectively as beaver, mink, and chinchilla, and may be obtained in various widths. The colored silk plushes are likely to be greatly in demand for tea gowns and for evening mantles, and, as usual, Messrs. Lister's colorings are of the most beautiful description possible. Lister's colored silk velvets seem to be richer and softer than ever this season. Among many other beautiful shades they include an exquisite golden brown, a soft, rich moss green, and a very rich purple or petunia, the latter perhaps being the most successful of all. The black velvets and black velours du nord are equally attractive in their way, and will be found most successful whether for mantles or for gowns."

SPRING HATS FOR MEN.

SPRING stiff hats show an inclination to return to a tall tapering crown of exceedingly swell appearance. Large hats lead, and small hats are worse than small potatoes.

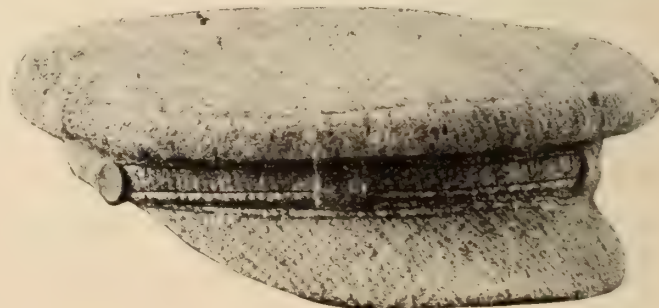
The straw hat illustrated here is shown by A. A. Allan & Co., in the Senate braid, as illustrated, and also in plain braids



A NEW STRAW—A. A. ALLAN & CO.

at \$6 and \$9 per dozen. Broad and medium brims are running, but so far nothing startling has been developed.

The accompanying cap is a new style just introduced by A. A. Allan & Co. and designated "The Czar." It is made in plain blue and tweed effects, and is suitable for yachting, bicycling or



THE CZAR—A. A. ALLAN & CO.

outing. Different qualities are shown at \$4.50, \$6 and \$7.50. Already a large number of sample half-dozen have been sent out to the best dealers.

THE DEAD ADVERTISE NOT

The Latest Novelties

For Early Summer Wear
in **Ladies' Hats** are

THE **"AMAZON"**
"JANET" AND
"IOLA" —

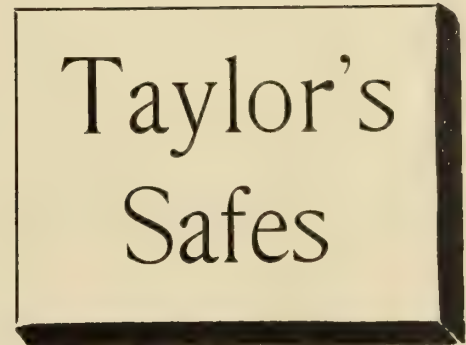
FOR SALE ONLY
BY

Exclusive Shapes.

D. McCALL & CO.

Wholesale Millinery

TORONTO and MONTREAL



A. A. Allan & Co.

Are showing striking new styles
of English and American

STIFF HATS

Our New Blacks are Exquisite.

Samples sent on request.

Fedora Hats, Black, Brown, Olive and light colors.

Men's and Boys' Straw Hats. Special value. A large range.

Cap Department. Most desirable styles. Children's Caps in great variety.

GIVE US A CALL.

A. A. Allan & Co.

51 Bay Street, **TORONTO.**

Strachan & Hay

68 ESPLANADE ST. WEST, TORONTO.

Manufacturers of FUR and WOOL

HATS

Tweed, Astrachan and Sealette Caps.

SEE THE LATEST STYLES

The New York Coaching Stiff Hat

In all shades of Fur.

The Aberdeen Wool Fedora

The New Senator

The Prince George

The Favorite.

Travelers are now on the road with a full assortment
at very close prices.

Special Sizes Made to Order.

Letter Orders Solicited.

PRIZE ESSAY COMPETITION.

PITFALLS OF THE RETAIL TRADE.

R. E. COOPER, VICTORIA, B.C.—SECOND PRIZE ESSAY.

YOUR efforts in securing the opinions of the trade upon this important subject are commendable, and although dry goods men generally are not given to literary pursuits, I will endeavor to enumerate a few of the errors which I have observed during my dry goods career of fifteen years. Aside from the chance of securing your valuable prize, the placing of my thoughts upon paper will undoubtedly result in good to myself and perhaps be of use to you and others. For convenience sake, let us begin with

NO. 1—THE CREDIT SYSTEM.

Giving credit that is not sure, or giving credit at all, is a hindrance to any business, but more especially to ours. The successful retail dry goods merchants on this continent to-day sell for cash only. The more advanced, if able, buy as well as sell for cash, and the merchants who are coming to the front at the present time are guided by a desire to pay cash and get discounts. In their endeavor to do this, they generally succeed in avoiding

NO. 2—OVERBUYING.

This pitfall is large and deep, and if more attention were paid to buying lightly, the business man would be better able to pay his bills. A merchant should buy only what he is fully confident he can pay for when settling day comes, but his confidence should not be based upon an undue appreciation of his ability to pay for the same. Many a merchant at the beginning of his career says to himself: "My capital is so-and-so; how many dollars' worth of goods can I buy with this amount as a cash payment?" Instead of which he should ask himself: "How can I buy the least goods with which to commence business on a sure and safe foundation, looking forward to the raising of a superstructure that will stand the test of financial depression and that will be a source of pride and a monument of success?"

This naturally brings us to

NO. 3—CLOSELY ALLIED TO THE FORMER—BUYING WITHOUT AN ESTIMATE.

The retail buyer who is likely to get into this pitfall will go haphazard to look at travelers' samples, purchase a little here and more there, losing track of the lines bought and the houses from which he bought them. It is always better to buy from one house which can furnish most of the goods required to run the business. Estimating of requirements is simply illustrated by the example of a tailor, who, we will presume, has sold during the first six months of 1893, 20 suits, 10 overcoats and 200 pairs of trousers. Having this estimate for 1893, he now ascertains how many suits, overcoats and pant-lengths he has to begin the first six months of 1894, and upon the expectation that business will be as good as during the previous year, he buys accordingly, and it is therefore unlikely that he will fall into the error of the haphazard purchaser.

This also applies to the dry goods merchant who last year bought 300 pieces print. He sold 200 pieces and carried over 100 pieces; he should therefore buy only 100 pieces more, and, if necessary, sort up. This estimating of requirements reduces to a science the buying in all departments of the dry goods business where proper care and attention are bestowed. Run your business on as small a stock as possible. A good motto is:

"Keep down the stock and keep up the assortment"; but this cannot be done without a very careful estimate of your requirements, based upon the business of the previous year.

NO. 4—INATTENTION TO EXPENSES.

Keep track of your expenses. A merchant who loses control of his expenses might as well shut up shop; but he who has proper control of his outlay possesses the key to success. A fair profit may be made on a large turnover, yet the end of the year may show that expenses have swallowed it all up. Have a keen eye to the minutest outlay, and keep expenses in a proper ratio to the gross profits.

NO. 5—SELLING AT TOO LITTLE PROFIT.

One cannot conduct business without a profit. We are not in business as public benefactors. Make all the noise you wish—but get your profits just the same, and keep them in cash in the bank, not in stock or doubtful book accounts. It is an error to push lines your opponent is cutting—rather hold them back. It is better to fraternize with your neighbor in business and agree upon price of staples. In these days of syndicates and trusts it must prove of advantage to combine to keep prices, not high, but so as to enable you to secure a reasonable profit. No monopoly is desired, but sacrifice must be prevented.

NO. 6—CARRYING OVER UNSALEABLE GOODS.

We may presume that a merchant takes stock twice in a year—once at the end of the spring season, and again in the fall. If a line is seen on the spring stock-sheets, and it appears on the stock-lists at the end of the fall season, it is an evidence of its unsaleable pattern or slow selling quality, and hardly worth while retaining in the shop. Better dispose of it at once at whatever it will realize, or consign it to the auction room. Don't allow it to appear again. It is only costing you so much interest, if nothing else. Turn it into cash, and it will help to pay your bills.

Push out at whatever cost goods likely to become bad or unsaleable on account of changes in styles and patterns. Remember that this season's styles are next season's bad stock. It is hardly necessary to add that this does not apply to staples, which should never be sacrificed.

NO. 7—NOT ADVERTISING.

Merchants who do not advertise can, I think, gain one-third more business by judicious use of advertising.

NO. 8—INATTENTION TO CUSTOMERS.

Select your clerks with great care, and see that you set them a correct example. Don't be over polite, but make your patrons feel that you can be always relied upon. Never mislead a customer; if you are not sure as to whether a line will wash or wear, let your customer know your doubt. The writer never guarantees that a print will wash unless he has demonstrated that fact by actual experience at the wash tub. Therefore be straightforward, be honest, be courteous, and have your clerks exercise the same qualities. Inspire them with a lively interest in your customers and it will be money in your pocket. The moment a customer enters, have him waited upon with a cordial greeting. If you haven't what is required, show the nearest, or something else that ingenuity should discover as likely to sell instead of the line asked for. Don't force your customers, but use all legitimate methods to cater to their tastes; assist rather than persuade. Your help should understand that it is no test

... We are showing

THE

“AVA”

— SCARF

In a very large range of
LIGHT AND DARK SILKS

In popular prices, running from
\$2.25 to \$9.00 per dozen

Also staple lines of . . .

New Knots, Four-in-Hand, Bows, Puffs, etc.

All Prices and Styles.

SPECIAL ATTENTION PAID TO LETTER ORDERS

E. & S. CURRIE

64 Bay St., TORONTO

T.B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference—

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

.. Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

COLLARS...

IN ALL STYLES

85 Cts. a Dozen

BALBRIGGAN UNDERWEAR

Plain or French Neck Finish

Can Offer Special Inducements

Natural Wool Underwear, Ribbed Skirt \$7.50 dozen
Underwear in three shades, to retail at 0.25 each
Can improve on usual prices of stripes to retail at 0.50
Hermsdorf Black Half Hose, full finish, from 1.25 up
Black Lisle (Hermsdorf) at 2.25

TAN SHADES A SPECIALTY

Second Importation Summer Neckwear now in
Endless Variety in Cotton Ties
Alpaca Umbrellas at \$5.50 and \$7.50
Our Leader in Silk Umbrellas at \$12.00

WRITE FOR SAMPLES

GLOVER & BRAIS

184 McGill Street, MONTREAL

of ability to sell what is asked for, and that your business is extended by satisfactorily selling all that the customer really needs.

NO. 9—BEING "BEHIND THE TIMES."

Lack of ambition is a misfortune to a dry goods dealer, but bear in mind that "slow and sure will win against speed and laziness." A dry goods merchant should have the best stand, the finest store and the most attractive shop windows in his city; his store should also be well lighted, warm and comfortably seated, and supplied with all the modern methods of facilitating business. If possible he should own the stand and building, but ought not to jeopardize the success of his business by shouldering a burden to gratify such a desire.

NO. 10.

Pitfall No. 10 is indicated by the absence of rules, or definite method, or systematic pursuit of business. Dry goods trade in all its branches can be reduced to method and order. Frame rules for the guidance of employees, and add to same as circumstances suggest. Recently the writer noticed in a large tramway office a blackboard, at the top of which was written: "Additional Orders for the Day." Not a bad idea. Make it tell.

NO. 11—NEGLECT OF CREDIT AND COMMERCIAL RATING.

Merchants should see to it and keep their credit at bay by meeting bills promptly and acting liberally with mercantile agencies. Never allow suspicion to remain on your financial standing. If in difficulty, a merchant should never give a chattel mortgage or preference; bankrupts tell us that, being forced to do so, they ever afterward regret it, asserting that failure began the day the bill of sale was signed. Keep the confidence of the wholesale trade and jealously guard your credit.

NO. 12—HOURS OF BUSINESS.

Keep the regular hours of business, 8 a.m. to 6 p.m. Open promptly and close on time. Talk business in business hours and see that your employees are alive to your interests.

Another pitfall which causes a great many failures is entering into the dry goods business without a knowledge of its requirements, or really without knowing the business. I believe this trade needs more hard study and longer apprenticeship than any other. I think a farmer with small capital would hardly succeed in a first-class dry goods business. Those who stand highest in the trade to-day, although benefiting by many years of the widest experience, have still to bend their best energies to the task and bring to bear upon it the accumulated experience of thousands of their fellows, and never lose the opportunity of appropriating from the remotest quarter any hint or pointer. Constant vigilance, study of the best dry goods reviews, and unflagging energy, with careful avoidance of the above pitfalls, should ensure a large measure of success.

Speculating in real estate has caused some of the most lamentable failures in the West, and should be religiously guarded against. It is impossible to be a retail dry goods merchant and a land speculator for long. All the really needed is a comfortable dwelling, and, if it can be accomplished with prudence, the business stand.

False economy is another large pitfall which many otherwise successful merchants seem to be constantly falling into. The proper discussion of it, however, would require an essay in itself to do it justice, and I merely mention it and let your readers enlarge upon it at their leisure, after leaving with them the old

saw about "saving at the spigot and wasting at the bung." It is lost time and wasted energy to try to build up a successful business by niggardliness and parsimony in matters of detail when the main issue is being neglected.

Yours, etc.,

TACT, PUSH, AND PRINCIPLE.

WALTER H. LINDSAY, MILTON, ONT.—THIRD PRIZE ESSAY.

THE pitfalls of the dry goods trade! Alas, how numerous! Subscribers to the mercantile agencies have almost daily information of the unfortunates who have toppled over the brink into the abyss below, where many for ever lie prostrate, and from whence but few ever extricate themselves, able to pursue the journey of life with their former vim and confidence.

Some three years ago many of our trade periodicals, and some of our leading financiers, expressed their belief that business of every kind in Canada was, in the near future, certain to be in a more safe and healthful condition because so many inexperienced and insolvent traders had been weeded out; but these statements and forecasts have in nowise been justified, as the appallingly increasing rather than the lessened lists of insolvents weekly show. And it is a matter of the deepest regret, and the greatest concern to wholesale merchants as well as honest retail dry goods men, that the beacons which have been pointed to—as numerous as lighthouses on a rock-bound coast—and the warnings which are daily called out, have been unavailing in keeping so many apparently sensible and good business men from trading too near the edge, and finally meeting disaster.

The pitfalls of the retail trade are undoubtedly numerous; but some of these pitfalls are more alluring and extensive than others, and this is easily ascertained from the fact that the large majority of the fallen have tumbled over the same mistakes and errors.

Let us look briefly at a few of what may be considered the worst sort of pitfalls, and first, that of

CUTTING PRICES.

Among the most dangerous and deceptive of all the pitfalls in this fine young country of ours to-day, is this insidious and deplorable custom of cutting prices; and the sooner stern and drastic measures are enforced to stamp it out, the sooner will the assignment list cease to startle wholesale merchants on coming to their office of a morning. Any retail man in the habit of cutting prices, for any purpose whatever in view, who will sit down calmly, and figure out truthfully the total of his year's sales, and carefully deduct his items of expenditure, his rent, his salaries, insurance, taxes, heating and lighting, freight, advertising, shortages, loss from credit accounts, depreciation of stock, and get as near as possible to the amount for his numerous incidental expenses, will not wonder at stock-taking time if his balance indicates that he has not got any ahead, or rather that his indebtedness has increased. But the greatest trouble surrounding this pitfall is the persistency with which dealers, under the delusion that it "keeps their trade" or "increases their turnover" through outbait, permit bantering and beating down of prices, and generally depart from the sound principles that are contained in the one price only plan.

The writer will be pardoned for what may be considered by some a digression, but he has no hesitation in most emphatically recording his opinion that in the matter of cutting prices to the great injury of their own country customers, who are the



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backbone of their trade, the wholesale dry goods firms of Toronto are very seriously to blame. The extensive sales of goods at and under cost, noted in the December issue of this REVIEW as having been made during November to the big retailers in the city, has had a very damaging effect on the retail dry goods trade for a circle of 50 miles round Toronto. It is obviously unfair and vexatious, as well as tantalizing, for country dry goods men who can only sell a limited quantity of certain lines to buy in the first of the season at regular figures, and soon after have their customers, who have been to the city, bring home the same goods, bought for less on King or Yonge streets than the country dealer paid the wholesale house. This is a fact, and the retail trade must point out this sore grievance and leave the remedy with wholesalers. But to meet this unequal warfare of the city hundreds are induced to give away their profits, and thus the army of insolvents is ever recruiting. And, second,

RECKLESS BUYING.

At a convention of the retail trade in Hamilton, a few years ago, Wm. Ince, a wholesale grocer of Toronto, said that in his experience covering a great many business years, he had learned to place most reliance on the customer, who, when he made purchases for his store, came down himself to the city and personally selected from stock the goods carefully written down on his list of wants. He also stated that he had known more men of that stamp than any other, after being years in business, who were able to retire with a competency.

The pitfall of reckless buying is dangerous and slippery. There are too many dry goods men now-a-days who would not coincide with the merchant above quoted, who think they know it all, and who, when they go to the city, or when the traveler comes along, pick out right and left anything that catches their fancy, failing to regard the particular requirements of their business; failing to regard the lengths of the pieces, or the amount of money their purchases are rapidly summing up to; failing to regard the doubtful season as to being able to sell them; failing to regard the doubtful crops and scarcity of the needful to pay their bills when due; failing to hold up their hands and say "enough" when the persuasive and pushing salesman has him buy.

In this thoughtless manner overstocking is easily accomplished. Then follow the spasmodic efforts of cheap clearing sales to raise funds, and so reckless buying and cutting of prices are pitfalls joined by subterranean paths. So certain as carelessness is followed by retail dry goods men in making their selections, as certainly will this habit bring their career to an ignominious termination.

Another of the pitfalls of the retail trade, and closely allied to the preceding, is the

WANT OF ATTENTION TO DETAILS.

Trifles are not to be despised. "For want of a nail, the shoe was lost; for want of a shoe, the horse was lost; for want of the horse, the rider was lost." Yes, and many a dry goods man has lost his business and his capital because his stock was allowed to go out of kelter, higglety-pigglety, at loose ends; or because he had not acquired the knack of looking into all the drawers and boxes to learn whether he had always on hand a proper assortment of tapes and spools, pins and needles, and thimbles and braids, and other every-day essentials, the very details that bring customers to the store most frequently, but who thought more about bales of cotton, staples, etc.

The writer has learned well from thirty-eight years' experience that there is as much profit to be made out of a dol-

lar's worth of hairpins and other small traps as there is from a bale of grey cotton; and yet the attention to the details of keeping stock is by many retailers lost sight of or entirely ignored because the items are small. After all it is the little articles that make up the profits, as it is the lots of little things that make up one's life.

Want of attention to details is also a very serious pitfall when a man does not have his customers' bill of purchases checked over, or the extensions and lengths in his invoices from wholesale houses looked into before they are credited.

An honest old Quaker in Glasgow, a grocer named Smeall, took his new hands in behind to see them weigh a pound of tea, telling them, "when the scale goes too far down that way, you're cheating the customer; when it's too far down this way, you're cheating me," and strongly urging them to do neither. Another old dry goods man there, who died very wealthy, caused his cash boys to keep gathering the strings and pins on the floor, saying, "dinna waste onything, laudies!"

There are numerous leaks in every business; and in the dry goods business, employer as well as employed, too anxious to conciliate greedy customers, often forget that there are but thirty-six inches to the yard. This is a wide pitfall and capable of extensive notes, but probably enough has been written on this point to catch the attention of those who wish to be benefited by another's practical experience.

Another pitfall—a dark and yawning chasm—is that of

GIVING CREDIT.

Volumes have been written pro and con this subject. It is a pitfall which swallows up many well-meaning aspirants for commercial fame; a pitfall from which issues noxious fumes, which ought to warn young men when starting on their own account, that once their capital is drawn into that gulf, if not engulfed themselves at an early date, they must follow their business career hampered and fettered, worried and careworn, under unfavorable conditions.

Any man, young or old, commencing the dry goods business on his own account, unless he has a reserve capital, and is thoroughly acquainted with the people amongst whom he intends doing business, should unhesitatingly put his foot down against giving out his goods on credit. Few men in business can say that every thousand dollars that was "charged" was "paid" without at least 10 per cent. loss.

It costs money to keep books, and it costs a deal to collect the money after the goods have been sold; and many a retail man has let out a big swear at the indifference and slowness of those on whom he is waiting for the needful.

A dealer in the country, or elsewhere, giving credit, cannot compete with another who does not; the one can pay cash and take his discounts, while the other pays interest and renews his notes, and is never in as good a position to take advantage of "snaps" when offered, and is in many other ways very unequally handicapped, and unless he has courage and determination to make a quick right-about turn, entirely change his tactics, and abolish his credit trade, he will inevitably have to go under. The assignee will exhibit as part of his estate a long list of uncollectable accounts, with marginal letters marked in red, "N. G."

INADEQUATE CAPITAL

Is another of the pitfalls into which retail dry goods men are apt to topple. There are altogether too many dry goods con-

TO THE CLOTHING TRADE | ALLAN LINE

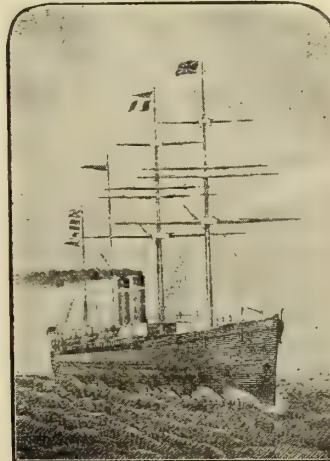
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And weekly thereafter.

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are despatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a * will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE:**—Cabin, \$50 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 and \$35 single, \$65 return. Steerage to or from Liverpool, London, Glasgow, Belfast, or Londonderry, \$24. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

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cerns carrying on business to-day greatly beyond their means; and I fear that were the veil drawn asunder, and everything exposed to the public view, a very alarming and rotten state of affairs would be seen to exist. And this pitfall is widened and endangered, I am certain, by wholesalers themselves.

I have known young men desirous of commencing business going with \$500 which they had saved to the wholesale house, stating their case, paying down their \$500, and getting credit for \$1,200 or \$1,500, and at once the damage is done. The young man in the bustle and glee of opening out his new store, and the favor with which he is at first received, buys on credit from others and thinks lightly of his indebtedness; but there are few who stand it long who get loaded up and little to pay with; and thus our experience has always shown us that too many are too early started in business with little or no means, and too often without either experience or ability. It would be ten times better for young men if they would stay in good situations, and keep saving their money, instead of launching out to face the keen competition of the present day with inadequate capital.

Another exceedingly treacherous pitfall is the acquiring of

BAD HABITS.

The time is not very remote when in the country towns, as elsewhere in Canada, a merchant was expected to go out with his customer, and, in vulgar parlance, "have a horn." But thanks to the strong temperance sentiment prevailing of late years, even rough farmers look down on a business man who "smiles" too frequently. Of all the pitfalls the drinking habit was one of the most alluring, but degrading, where money and time and talent were wasted, and consequent inattention to duties of business brought its sure reward.

Although referred to as a past evil, it is by no means extinct, and business men are largely amongst the yearly throng who go to drunkard's graves. Ah me! many a bright and noble fellow has the writer known, who, because of becoming too fond of a dram with a chum in business hours, lost reputation and credit and business, and went down into this capacious pitfall.

There are very many pitfalls of greater or lesser magnitude which could be very beneficially touched upon if time or space would permit, such as neglecting to judiciously advertise business, the discourteous or inattentive treatment of customers, and the want of attention to changes in styles and fashions—serious pitfalls for retail men who desire to be abreast of the times.

Allow me to conclude this essay by briefly alluding to not the least dangerous of the many pitfalls of the retail trade—

OUTSIDE SPECULATION.

Yes, too many retail men have been dazzled by the glitter of easily made wealth, and have been induced to embark in some speculation outside of their own business. Real estate booms are over for the present, and many are "wise after the event," but they were a prolific source of trouble to business men while the craze was on. Slow but sure is a good rule, at all events a safe one, and while the writer of this essay appreciates at all times business push, enterprise and pluck, he values still more highly, industry, intelligence and integrity, being the possessor of which gifts no retail man need fear any of the pitfalls of his business.

YARDSTICK.

THE "AMERICANS" INDIGNANT.

A RECENT despatch from Washington says: "A practice has arisen in Canada of late of merchant tailors sending into this country along the border drummers who take the measures of men and have the clothes made in Canada in accordance with samples submitted. The men, when the clothes are finished, repair to Canada and either wear the clothes or bring them in as personal effects free of duty. The practice has grown to such an extent that protests have been made to the Treasury Department by merchant tailors of this country. The matter was referred to Solicitor Reeve, who decides that the practice is a fraud upon the revenue and the law. Steps will be taken to prevent further imposition from this source."

It would thus seem that the "Americans" have suddenly discovered that Canadians have some enterprise, even if it is of an objectionable kind.

Robert Flaws

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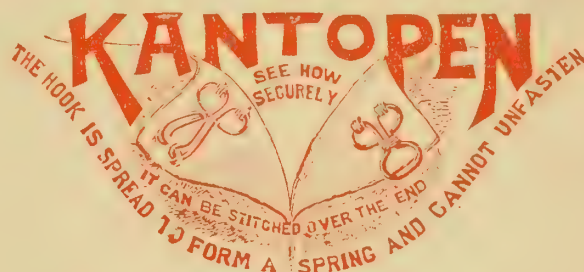
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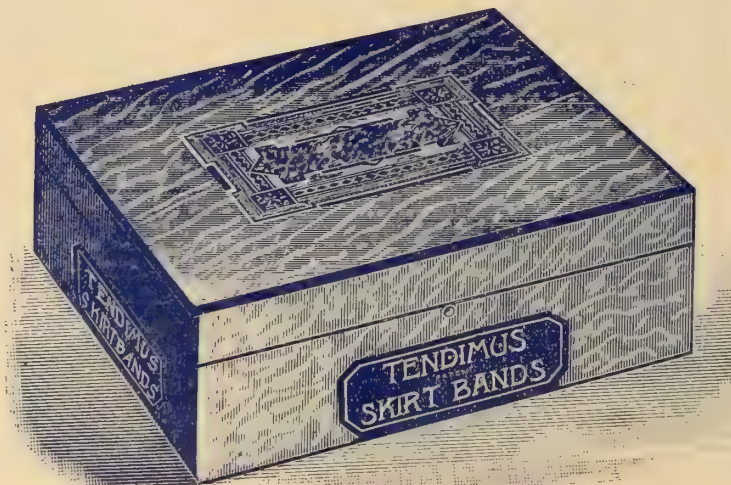
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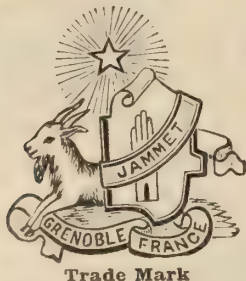
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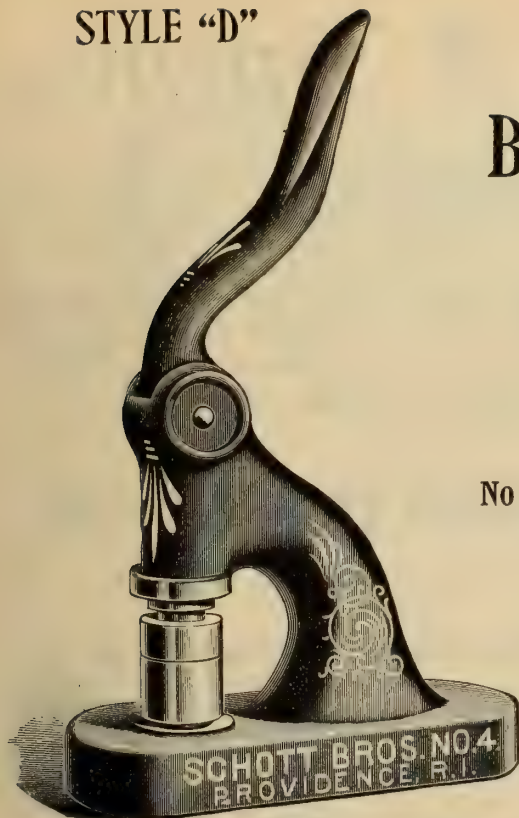
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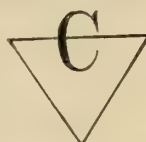
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CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, MAY, 1894.

No. 5.

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DISPOSAL OF BANKRUPT STOCKS.



HOWEVER stable trade may be, there are always a number of bankrupt stocks to be put on the market. Since January 1st over three score of dry goods stocks have been sold in-bulk at prices ranging from 25 to 65 cents. Because this has been the usual course of events for years, there has been the usual complaints from retailers who are attempting to

pay 100 cents for a dollar's worth of goods that these bankrupt stocks are brought into their towns and there slaughtered to their manifest disadvantage. Often this is done by a transient trader who pays no taxes, has no permanent interest in the town, and who becomes a dweller but not a citizen. It is the old, old story, yet becoming new every day.

Winnipeg and the surrounding towns have undertaken to introduce a plan which has often been mentioned, but which so far as we know has never been tried in Canada before. These Manitoba merchants have decided that if bankrupt stocks are to be thrown on the market, then the harm which they cause must

be lessened so far as possible. Hence they have rented a large warehouse in Winnipeg, where all stocks which cannot be sold in bulk at a good price will be sent, and there sold at private or public sale in lots to suit the buyers. When a good price can be obtained for a stock en bloc it will be sold; when the offers are not satisfactory, the goods will be sent to this clearing warehouse. Private sales can be effected any day, and auction sales will be held twice a month. S. A. D. Bertrand, official assignee, is in charge.

The first sale has taken place. W. Bole, the President of the Winnipeg Jobbers' Union, opened the sale with a short address. He stated that the primary object in view was to protect the merchants and prevent if possible the slaughtering prices of bankrupt stocks in the country. In many cases these stocks did not realize one half their original value, and he thought they ought to realize 100c. on the dollar. The railway authorities have already granted half rate on all goods coming into the city, and it is expected that half rate will be granted to goods leaving the city. A committee will be formed with a view of getting a concession of half passenger rates.

The scheme is a good one and should be followed in both Toronto and Montreal. It would protect retailers attempting to pay their full liabilities; it will tend to prevent the compromises which have disgraced the mercantile community during the past year or two; it will protect the creditors from the sacrificing of stocks at very low prices; it will help to induce a better state of trade generally. Every retailer and every wholesaler will have no difficulty in perceiving wherein there will arise advantages for himself.

Those who have followed the list of compromises since January 1st, cannot fail to be struck with the enormous waste there is. A man owes \$20,000 and compromises at 50c. Some person or persons lose \$10,000. Why not reduce this loss to \$5,000 by omitting these disgraceful compromises and selling the stock for 75c?

TRADE.

The past month has shown much improvement in the state of trade. The latter part of March and the first two weeks in April were somewhat disappointing. The last two weeks in April and the first two in May have been much better on account of the continued fine weather inducing a brisk demand for early summer fabrics. Trade in women's goods has been much better than that in men's, showing that business men generally have little spare currency.

AMENDMENTS OF THE DIVISION COURTS ACT.



ALL things considered, no act of the Ontario Legislature has been so often tinkered up, amended, re-modeled or reformed as the Division Court Act. The legal profession look every year for some change or other, in fact it seems as if the legislative intent was in a constant state of ebb and flow, flux and reflux, in respect to it and a number of other acts.

No one is optimistic enough to expect that the efficiency of the court will be improved by these amendments; change for the sake of change seems to be the governing principle. This should not be. Formerly, laws were deemed too sacred for change; now, they seem to be made for inexperienced members of Parliament to experiment upon, to be cut and carved up at pleasure like so many Dutch cheese. The laws should, of course, be changed to suit changed conditions, but these changes are not to be made haphazard and at random, but only after due care and consideration. A (slight) knowledge of the rudiments of English grammar and composition applied in the forming of many of the original acts, would do away with the necessity for many of the amendments. The amendments are, in a good many cases, nothing but corrections of the bungling and ill-considered legislation of the previous session. The causes are not far to seek; everyone is deemed by the constitution to be fit and proper persons to legislate. Nearly every member of our Legislature thinks that he is specially called to frame and fashion the laws of the land; that his duty to his constituents would not be fulfilled unless he leaves the impress of his genius on the statutes. It requires training or apprenticeship of some kind to become even printer's devil, but no experience is required on the part of those who make and mar our laws. In most departments of life the consciousness of their inexperience and incompetency deters most men from attempting what nature never intended them to do, but not so with our legislators.

This of course does not apply exclusively to the Division Courts Act, nor does it apply to every act. There are a few other acts upon which the Legislature periodically turns its microscopic eye. One of these is the Ditches and Watercourse Act. This act is the peculiar preserve, the special field of operation of a certain class in the Legislature, which poses as the representatives of the farming interests. These apostles of Ceres would no more think of letting a session pass without some amendment or other to this act, than would a judicious nurse think of dispensing with the regulating spring physic; and so with the Assessment and the Municipal Acts.

But to return to the Division Courts Act. The annual amending act of the Division Courts Act is before us. This act, unlike most of those of previous sessions, contains some changes that will be of real value to those interested (or to the trade) in collecting small debts. The first seven sections of the amending act contain unimportant provisions, and are mostly of the nature referred to above, and it would be of no interest whatever to our general readers for us to discuss them.

Section 8 repeals sections 223 to 226, inclusive, of the original act. These sections of the old act provided for the transfer of Division Court judgments, where the amount remaining

unsatisfied thereon was \$40 or upwards, to the County Court of the county in which the defaulting debtor had lands. This was a somewhat cumbrous, circuitous and expensive method to reaching the lands of a judgment debtor in case the money could not be made out of his goods. Section 8 of the amending act repeals said sections 223 to 226 inclusive and substitutes therefor a simple, direct and speedy way of reaching the debtor's lands. The change is one of procedure rather than an enlargement of rights and remedies. The plaintiff must still have recourse first to the debtor's goods to satisfy his judgment, and it is only after his failure to realize out of the goods that he can sue on execution in the Division Court against the debtor's lands. This execution is directed to the sheriff of the county in which the defaulting debtor has lands, and it is realized upon in the same manner and has the same force and effect as if issued out of the County Court. It is also provided that until the judgment is satisfied the party entitled to the same may pursue the same remedy for the recovery thereof as if the judgment had been obtained in the County Court. It is also provided, in case the money is not made out of the debtor's lands, the person entitled to the judgment may proceed by garnishment or judgment summons or otherwise in the Division Court, subject to certain conditions. Under the repealed clauses the Division Court ceased to have any jurisdiction as soon as the judgment was transferred to County Court; but under this amendment the creditor loses none of the summary remedies in the Division Court, besides having them augmented by all the remedies which the County Court affords for the recovery of judgment debts. Section 8 with its sub-sections is carefully drawn. The intention is clearly expressed and the provisions adequate.

Section 11 of the amending act is a new departure which provides for a reduction in the court fees on all claims which do not exceed \$10. The fees are reduced about a half. We insert verbatim the sub-sections A of this section as follows:

"To the clerk for all services rendered by him as such clerk, from the time of entering the action or suing out a judgment or interpleader summons up to and including the entering of final judgment, or final order on any such judgment, or interpleader summons in case the action proceeds to judgment or final order, \$1.25."

The meaning of the above provision is not very clear. Is it the intention to place the clerk's fees for judgment summons at \$1.25, or is the \$1.25 to cover the costs of issuing the special summons as well as any judgment or default summons that may be required to be issued in the suit? It is now the practice of the clerks to make judgment summons separate suits and not as they should be, simply proceedings in the original suits. This being the case, we take it that it is the intention of the Legislature that \$1.25 be paid for the cost of issuing of each summons and all proceedings thereunder, whether it be a special, an interpleader, or a judgment summons.

"In case the action does not proceed to judgment or final order, the fees heretofore or that may hereafter be payable but not exceeding in the whole the said sum, \$1.25.

"For issuing writ of execution, warrant of attachment, or warrant for arrest of delinquent and entering the return thereto, 50c."

A corresponding reduction is made in bailiffs' fees. This amendment is in the right direction, but the reduction of fees, if our interpretation of the clause is correct, will be found in practice to be very inconsiderable, as but a very small percentage

of the claims entered in the Division Court are below \$10. The writer found, after careful examination of the books in the clerks' offices in Toronto, that at an average about one case out of every eight entered in suit in the Division Court would fall within the provisions of the amended tariff of this section. This percentage will be much less in Division Courts outside of cities, where the plaintiff's costs would be higher on account of the greater distance traveled by the bailiff. If our estimate is correct, this amendment will not make any startling inroad upon the clerks' and bailiffs' fees. Had the reduction been extended to all claims not exceeding \$20, the benefit would have been real and substantial. Of the 2,835 cases entered in 1893, in the Tenth Division Court of the County of York, 798 were for claims not exceeding \$20. In the First Division Court the percentage of claims under \$20 was somewhat less than in the Tenth Division Court. We may roughly say that only one-fourth of the claims entered will fall below \$20. However, as it stands, this amendment is important, as it shows a disposition on the part of the Government to consider the interest of suitors at the expense, however small, of the objects of its patronage—the clerks and bailiffs to court officials. These officials are now appointed by the Lieutenant-Governor, which is another way of saying that they are appointed by the Local Government, and it would not be doing the Government a gross injustice to say that heretofore the clerks and bailiffs, as well as some other officials, have been the objects of its tenderest care and solicitude. We have nothing to say against the clerks, who for the most part perform the duties of their respective offices faithfully and well, and are with few exceptions entitled to all the present tariff allows them. This cannot always be said of bailiffs and their satellites.

Section 12 the amending act provides that a claim can be entered in the Division Court notwithstanding the fact that the residence of the defendant is at the time of bringing the action out of the Province of Ontario. This amendment will enable the suitor to bring an action for a small claim in the Division Court, where he formerly would have had to bring the action in the High Court, as the Division Court had no jurisdiction outside of the Province.

Section 16 provides for the transference of suits from the Division Court to the High Court, where it appears, at the trial or otherwise, that the Division Court has no cognizance thereof from the fact that the title to lands is being brought in question, or from a validity of a devise or bequest under a will or settlement is being disputed.

Section 18 of the amending act is as follows:

"In cases in which judgment shall be recovered against a garnishee under sections 184 to 187 of the said act, such garnishee shall be liable to be examined as a judgment debtor under sections 238 to 248 inclusive of the said act."

This amendment was made to meet the decision of Mr. Justice Rose in *re Halla et al. vs. Coulson*, reported in 23 O. R., 493, in which it was decided that a judgment against a garnishee under the provisions of the Division Court did not entitle the holder of the judgment to take proceedings by way of judgment summons against such (garnishee) judgment debtor.

The act of which we have been speaking so far was introduced by Mr. Gibson. Mr. Garrow introduced and had passed a bill which still further affects the collection of debts. Mr. Garrow's bill, as first introduced, was intended to make an execution perpetual until satisfied or withdrawn, but on account of opposition the life of such a writ was fixed at three years.

This will practically abolish the cost of renewals, as an execution is generally satisfied or found to be useless in that time. The main feature of the bill is the embodiment of both goods and land in one execution. The necessity for separate executions covering the two classes of property is one of the many legal ideas we have inherited from the past. The reason for that piece of extra official work, with attendant costs, if such ever did exist, certainly does not exist now; but the attendant forms and legal requirements have long survived it. The change will effect a large saving in the expense of such legal processes, lessening the work and reducing the receipts of every sheriff's office in the Province. Another provision which hedged in the lands of a debtor from an execution is also removed by the bill. It was formerly necessary to transfer a judgment from the Division Court to the County Court in order to execute a writ against the land of a debtor. The cost of this transfer was generally about \$10, and the obstacle served no purpose except to add that amount to the debtor's burden. The new act provides that when a judgment has been obtained in a Division Court for \$40 or over, the clerk of the court may issue writs of execution under the seal of the court against the lands of the debtor to the sheriff of the county in which the lands are situated, and such writs shall have the same force as if issued from a County Court. The saving effected by the change will be of greatest benefit to the unfortunate class of small debtors, but will also beneficially affect legal processes involving large amounts. Mr. Garrow deserves credit for having taken up the case of those who are too often the victims of professional indifference or greed.

THE BOOK OF THE FAIR.

For a long time, a generation at least, the remembrance of the Columbian Exposition at Chicago will be an oasis in the memory of many a man, woman and child. Its magnitude excelled everything previously attempted, and it marked an epoch in the career of commercial activity by giving an impetus to international exchange. The Book of the Fair, now being issued in numbers at a dollar a number by the Bancroft Co., Chicago, is an example of where the great printing art—the art preservative of all arts—comes in to preserve the results obtained at Chicago and spread the lessons the Fair was designed to teach. The illustrations are on a scale never before attempted in any work of art. Numbers nine, ten and eleven have arrived at this office, and are, if anything, better than the earlier numbers.

SOUTHERN WOOL.

The annual wool circular of Helmuth Schwartze & Co., of London, shows that 2,074,000 bales of Australian and Cape wools were imported into London in 1893, of a total value of £25,925,000, which is less by nearly £1,000,000 than the value of imports in 1891, when they were 69,000 bales smaller. The average value per bale of colonial wool has been tending downward ever since 1880. In that year it was £20, while last year the average was but little over £12. It is said that while wool growing in the countries of the southern hemisphere seems to have been overdone, the growers, in spite of the fall in values, seem to be able to sell at present prices at a profit.—Manufacturers' Review.

THE INSOLVENCY BILL DISCUSSED.

How it is Progressing—Some of the Clauses Criticized—Some Views of leading Merchants—The danger of delaying the passing of the Bill until another Session.



INSOLVENCY bills are not new ; in fact, discussions on insolvency legislation have been proceeding for twenty-five years, and still all the points do not seem to be clearly explained. Nevertheless, with a definite bill before them, the newspaper writers, the lawyers, the merchants and the bankers have attacked the subject with renewed vigor; and much new light, strong and clear, has been thrown on the subject.

True to its promise, the Government of the day has facilitated the work of passing the bill. A committee of twenty-six senators was appointed to consider the bill in detail and to hear all depositions and individuals with opinions to express.

On May 1st, Hon. Mackenzie Bowell in opening the discussion on the bill said that five principles brought out by the discussion with the representatives of the Boards of Trade and Bankers' Associations should first be considered and an opinion expressed on them. They were : 1. That the distinctions made by the bill between traders and non-traders should be done away with ; 2. That a trader may be put into insolvency only by his creditors and not on his own application ; 3. That all incorporated companies be included under the provisions of the bill ; 4. That a receiving order may be issued on the affidavit of a creditor instead of a petition by creditors ; 5. That the official receiver shall not be eligible for the liquidatorship. Each of these principles was affirmed.

It was decided to make the clause deferring the application of the act, to include all debtors except banks, railways and companies to which the Winding-Up Act applies ; incorporated trading companies, however, being transferred from the provisions of the Winding-Up Act to those of the Insolvency Act. The clause respecting the minimum rate on the dollar at which composition and discharge may be granted, was amended to make the minimum figures 66 $\frac{2}{3}$ cents, instead of 33 $\frac{1}{3}$, and as originally provided by the act. It was definitely decided that the interim assignee cannot be confirmed as liquidator. There were some strong objections to merchants being allowed to assign book debts in advance, but this was allowed to stand over.

The bill is being discussed in Parliament at present and it will be nearly a month before it will be definitely known whether it will be passed or not. It being a Government measure, it will no doubt be passed if time permits.

As to whether the bill should apply to traders and non-traders alike, we acknowledge that we cannot see the wisdom of forcing a farmer into insolvency. It will tend to make the retail merchant careless of credit, and he is careless enough now. It will make the farmer more extravagant, and this would be grievous. The lien law is sufficient to guard creditors' interests as against agricultural debtors, and the bill in its first form was much better than in the form as amended by the

Senate Committee. Moreover, the introduction of this amendment is likely to defeat the bill, or at least delay, to the great detriment of trade. The experiences of the United States and Great Britain should be a warning to those who have charge of the bill not to carry unnecessary burdens.

There is another clause worthy of consideration :

8. (c) The debt owing by the trader to the petitioning creditor, or if two or more creditors join in the petition, the aggregate amount of debts owing to the several petitioning creditors amounts to not less than two hundred and fifty dollars.

This clause should be altered to have the effect that a single creditor petitioning to have a debtor put into insolvency should have a debt of \$500, or if a combination of creditors, the combined amount should not be less than \$1,000. We suggest this because we do not desire to see any retailer put into insolvency simply because some small firm with whom he may have had a misunderstanding has a claim against him of \$200 or \$300. At the same time as such a claim as this is pressed, a larger firm, with a better understanding of the situation and a better acquaintance with the debtor, might be willing to extend the debtor's line of credit rather than restrict it. Should the creditor for the small amount prove fractious, both a solvent debtor and a large creditor might be put to serious inconvenience, with disastrous results. We have fought hard for an insolvency act, but we have no desire to see it unnecessarily severe on the honest debtors.

Another clause which bears rather hard on the debtor is clause 34. T. A. Forman, of Woodstock, has written a long letter to this journal on the subject, but owing to limited space it has not been published. Mr. Forman, however, is right. The clause enacts that a postmaster may be ordered to send all the insolvent's letters for three months to the receiver or liquidator, and be opened by him in presence of clerk of court and insolvent. This is an unwarrantable interference with a man's private liberties, and is one which cannot be defended. The ideas of freedom in the middle ages are not the ideas of the people of to-day, and some of the sages who help draft the bill would do well to take notice of the fact. Anything which gives the slightest suspicion of interfering with that liberty which makes men men, is bound to rouse opposition of a desperate sort. Parliament should avoid even the appearance of such an undesirable thing as this, especially when nothing can be gained by such procedure. Moreover, it is as miserable treatment as could be meted out to the worst criminal, and a debtor who cannot pay his debts is not necessarily a criminal—the assumption should be that he is not.

The act of 1875 was repealed because the official receiver was an intolerable expense, yet clause 23 seems to be reviving this class with their great chances to charge fees. These receivers should be in existence, but they should not be allowed to hold the estate more than ten days, and should not receive more than \$25. The bill provides that the first meeting of the creditors must be held within twenty days. This should be ten, and still the time would be sufficient to enable notices to

be sent to all American creditors. The amount the official receiver is to get for his services should be fixed by scale, and his duties should be two: (1) To guard the estate until the liquidator takes possession, and (2) to call a meeting of the creditors. The official receiver will necessarily be appointed by a party Government, and all the experience of the accumulated decades of the nineteenth century points to the fact that give the party appointee an inch and he will take a yard. There is a danger, too, that pettifogging lawyers may get the positions and use them to stir up lawsuits, or cause unnecessary expenditure by lack of mercantile knowledge.

On this point there is seemingly a difference of opinion. The boards of trade would have the official receiver simply the guardian of the estate until the creditors of an insolvent can be called together to appoint a liquidator. The bankers desire that the official assignee should have power to carry on the business, and proceed with the preliminary steps for liquidation. They have in view the treatment of large insolvent concerns, such as manufacturers, to which suspense is a serious loss, whereas the boards of trade look to the liquidation of estates of merchants, which do not suffer so much from delay. We cannot see how the banks justify their opinion, and believe that the boards of trade have the better view of the matter. Experience will bear out our judgment.

MR. PAUL CAMPBELL'S VIEWS.

When asked about the Insolvency Bill, Mr. Paul Campbell, of John Macdonald & Co., said that as the Government had held out to the commercial community that a bill would be passed this session, it should be passed without fail. Just now, owing to the uncertainty as to whether they may have to amend the Customs' entries of the past six weeks and pay a higher rate of duty, trade is unsettled. The fact that the Insolvency Bill is meeting with a struggle also unsettles trade. This uncertainty is detrimental and hurtful to business. The commercial community wants definiteness and finality in both insolvency and tariff legislation. Even if the Insolvency Bill is not brought to a final state of perfection, it would be best to pass it and correct and amend it afterwards. We want no uncertainty in this to continually depress trade, as it does in the United States.

"In one point I think the amendment to the proposed bill is too much of an amendment. To place 66 cents as the minimum dividend on an estate to give an insolvent a discharge, is to place it too high. An estate that can in the hands of the assignee pay a dividend of 66 cents, must have been perfectly solvent in the hands of its owner. I would favor 50 cents as the minimum dividend, but think 33 cents, as in the first draft of the bill, is too low.

"The great point in an insolvency act is that it should allow the creditors full control of an insolvent's estate. It is their money that is at stake. Therefore the time in which the official receiver is in charge should be as short as possible, and the official receiver and the liquidator should be different persons. Ten days would give all American and Canadian creditors ample opportunity to be present at any meeting. Moreover, I do not want to see lawyers appointed as official receivers. They are not acquainted with mercantile affairs, and would make too many bungles. Skilled accountants have much experience, and are a more suitable class.

"Another point where I think the bill is weak is that the \$200 limit of the debt on which a creditor can force a man into

insolvency should be \$500. It is too low altogether, and would tend to make too many insolvents."

MR. CALDECOTT'S IDEAS.

Mr. Caldecott, when asked about the bill, said that he considered it most important that the bill should be put on the statute book this session without fail, and he was pleased that Mr. Bowell had said that such was the intention of the Government. Moreover, he was glad to know that the framers of the bill are willing to meet the emphatic views of the merchants. He insisted that the official receiver should be only a lay figure for receiving and handing over the estate to the creditors. From three to five days would be amply sufficient to send out notices and to call a meeting of the creditors. "I want the official receiver to be simply a person to act in that capacity, and who will be paid only a stated sum for the special sheriff services which he gives. The cost of the official receiver to each estate should be in no case over \$25, the creditors being called together at the earliest moment and the assignee appointed. The other points of the bill are, upon the whole, acceptable to the majority of merchants. On the question of extending the provisions of the bill to non-traders, while not particularly wishing it, I would offer no decided objections.

"At the present moment quite a number of houses in Toronto and Montreal are awaiting the passage of the bill before pushing inter-provincial trade, and therefore the Government by promptly passing the bill would largely add to the prosperity of the country by promoting inter-provincial trade, which has, owing to the chaotic state of the law, been largely curtailed and almost destroyed."

THE BELLEVILLE BOARD OF TRADE.

The Belleville Board of Trade have issued a petition to Parliament protesting against the passage of the bill in a carefully written article. The first point in it is:

The practical effect of an Insolvency Law is to shift the only just ground on which credit ought to be dispensed, namely, integrity and ability of the recipient, to the false ground furnished by the assurance of getting an equal division of the assets of a debtor in case of insolvency.

Our answer to this is, that if they imagine that the head of a large mercantile house investigates and weighs the integrity and ability of each of his 5,000 customers, they are much mistaken. If a man pays his debts, keeps on the right side of the traveler, and gets a decent report in Bradstreet's or Dun's, he can be without integrity and without ability, and yet get all the credit he wants. We deny the existence of both "grounds."

The second point is that nine-tenths of the failures are due to the credit system—but the framers of the petition say that it is the credit given by the wholesalers, while every other set of merchants in the country will tell you that it is the credit given by the retailers themselves that causes them to fail. The credit system certainly causes failures; but it is the credit given by such men as the dry goods merchants of Belleville.

The petition goes on to say:

Yet this is actually what is being asked for by the advocates of an Insolvency Law—asking for a patent State insurance system to protect them against the consequences of their own misconduct.

Oh, no! not against "their own misconduct," but against the misconduct of "their own customers"—men who buy goods, get the money, pocket it, and refuse to settle. The Insolvency Law protects the honest retailer just as much as the honest wholesaler.

The rest of the petition is composed of wind, Shakespeare, and a few irrelevant ideas. We cannot agree with the framers

of the petition, but we must acknowledge that they have as much right as other men to promulgate their ideas. It is gratifying to know, however, that the merchants of the country are beginning to think for themselves. The country will be benefited by such freedom of thought and expression.

AN EXPERIENCED ASSIGNEE'S VIEWS.

An experienced assignee handed THE REVIEW the following criticism of the bill. Some of the changes suggested here have been made in committee :

"The Insolvent Act should, if possible, be passed during the present session of Parliament, so that the present uncertain state of affairs may be put an end to as speedily as possible, but before it is passed the common sense views of business men should be brought to bear on it, to make it a smooth, easy-working and inexpensive act.

"In its present shape it seems to be altogether too lengthy, and some of the sections might be condensed into shorter and more pithy language, and some might be eliminated altogether.

"There are 131 sections in the proposed act, and many of these sub-divided into sub-sections, in all about 30,000 words, and as lawyers have the happy faculty of getting several meanings out of one word, there may be a grand opportunity for litigation among so many words.

"The foremost and most important object to be considered in the framing of an insolvent act is the equal distribution of the assets of an insolvent debtor among his creditors at as small a cost as possible. If passed in its present shape the expenses will be very much greater than is necessary to accomplish the end in view. There are to be official receivers appointed by the Government and liquidators appointed by the creditors. The appointment of official receiver is all right, provided that his duties are limited to simply taking charge of the estate pro tem. until the creditors can meet and appoint a liquidator; but unfortunately the official receiver has to make an inventory of the assets of the estate of the insolvent and a full statement of the assets and liabilities, so that he is doing the greater portion of the work which should be done by the liquidator. All that will be left for the liquidator to do after the official receiver hands the estate over to him will be to dispose of the assets. The official receiver will get handsomely paid for his work, and so will the liquidator; therefore the expenses will be nearly double what they would be if the official receiver simply took possession of and held safely the assets of the estate until the creditors meet and appoint a liquidator.

"Section 93, which applies to the winding up of small estates under \$5,000, gives the court power (sub-section 1) to appoint a liquidator who shall immediately proceed to make an inventory and statement of the assets and liabilities, and to wind up the estate, then the creditors may appoint a liquidator (sub-section 7) in the place of the liquidator so appointed. There is no apparent good sound reason why small estates should be handled in a different manner from larger ones, and this section seems

to be framed in the interests of the official receivers, who would in all probability be appointed by the court liquidators for these small estates.

"In fact, all through the act there seems to be too much reference of matters to the court, thereby very materially increasing the expenses of winding up estates. The creditors, and not the court, should have the whole control of the winding up of estates, as it is their money that is at stake, and if they choose to throw any of it away foolishly, it is their own affair.

"Section 115 appears to be rather a dangerous one, viz. : 'All questions at meetings, and acts to be done under the direction of the creditors, and all authority to be given by creditors shall be decided, done, or given by a resolution passed by creditors present or represented at a meeting and entitled to vote and representing a majority in value of the claims of all creditors present or represented at such meeting, in respect of which they are entitled to vote, whether they vote or not.'

"It frequently happens that one creditor represents a majority in value, therefore according to the wording of this section such a creditor would be able to handle the estate to suit his own purposes and perhaps to the detriment of the others.

"The Ontario Act allows creditors to vote as follows : \$100 to \$200 one vote, \$200 to \$500 two votes, \$500 to \$1,000 three votes, and one vote for each additional \$1,000 or fraction thereof, apparently a more equitable plan than a majority in value.

"Although the primary object of an insolvent act is to protect the interests of creditors, debtors are also entitled to protection, and an endeavor is made in the act to do so, but in no case can a discharge be granted unless the estate of the insolvent pays 33 $\frac{1}{3}$ c. in the dollar, and this it appears is to be amended at the suggestion of some leading bankers to 66 $\frac{2}{3}$ %. Anyone who has had experience in the winding up of estates will consider the amendment rather hard on honest but unfortunate debtors, notwithstanding the opinion of leading bankers. Suppose an insolvent's liabilities are \$10,000; assets the same, say stock and shop fixtures \$8,000, book debts \$2,000. The stock is sold at 65 per cent. (a price above the average); book debts at 50 per cent. (also above the average); the total amount realized from the assets is \$6,200, from which deduct expenses of winding up commissions to receiver and liquidator, say \$600 (a large estimate), leaving \$5,600 to be distributed among the creditors, or 56c. in the dollar. Such an insolvent would be debarred from getting a discharge.

"Some estates when part of the assets are in real estate, or, for instance a manufacturing business, would not pay 66 $\frac{2}{3}$ c. in the dollar, even if the assets cost the unfortunate debtor \$1.25 for every dollar he owed. Is it just therefore that he should be refused a discharge when his estate is taken out of his hands, and his property realized on at a forced sale, because he cannot meet his liabilities as they come due?

"There are other matters that would be the better of being amended, but the best amendment of all would be to shorten the act as much as possible."



THE PRIZE COMPETITION DELAYED.

THE time for receiving essays for THE DRY GOODS REVIEW'S second competition has been extended from June 1st to July 1st, as all the prize essays of the first competition have not yet been published owing to a press of other matter. The subject is :

"HOW TO DRAW AND KEEP TRADE."

Quite a large number have decided to write, although the confining the competition to the retail trade has caused some discontent among travelers and clerks in wholesale houses. Nevertheless THE REVIEW believes it is pursuing the proper course in giving the retailers the exclusive benefit of competing. Clerks in retail stores are of course eligible. Full instructions in previous issues.

W. CALVERT & CO.

The trade was sorry and surprised to hear of W. Calvert & Co.'s recent trouble. It appears that they were largely interested in the Merriton Woolen Mills, which were burned in April of last year. Matters at that time were straightened out as far as possible, but they were unable to get a settlement with the bank interested in the mill property, although a settlement had been arranged but not signed. The firm of W. Calvert & Co. was reorganized soon after this fire, and the bank want to hold the present firm responsible. The business of W. Calvert & Co., is being carried on as usual, but under the style "Calvert & Co." until matters are finally settled, Mr. Calvert retiring, but

being retained by the new company with the lines of government in his hands. They expect that before long the firm will continue under old style. All orders will have prompt attention as usual.

FRESH ELASTIC WEBBING.

The Toronto Fringe and Tassel Co. report an increased demand for suspenders, which they are showing in an endless range of patterns, widths, etc. Instead of importing the elastic webbing for these goods, thereby running the risk of old elastic, they manufacture their own from the raw material, and are therefore able to supply fresh stock at all times, and can guarantee every pair they send out. This is an advantage which dealers should be quick to recognize, and which should receive due consideration.

The annual meeting of the Globe Woolen Mills Company was held on April 25th in the Montreal offices of the president, Mr. A. F. Gault. Those present, besides the president, were Sir Donald Smith, Andrew Allan, R. R. Stevenson, Charles H. Blackader, Hugh McLennan, John Kennedy, and A. Robertson. After the usual reports had been read and adopted, the old Board of Directors were re-elected, with the exception of R. R. Stevenson, who takes the place of the late Sir John Abbott. Following is the list of directors: A. F. Gault, president; Sir Donald Smith, Andrew Allan, Hugh McLennan, and R. R. Stevenson. The directors' report was submitted, and under existing conditions of business was considered satisfactory.

In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,
Tweeds and Worsteds, Pants, Shirts, Cottonades and Cottons

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

CARPETS AND CURTAINS.

ILLUSTRATIONS of two lines of curtains from the stock of John Macdonald & Co. were given in last DRY GOODS REVIEW, and the trade seemed so pleased with the method that another attempt has been made to illustrate this department. Two illustrations of Brussels carpets are given herewith, which,



BRUSSELS, NO. 1992 JOHN MACDONALD & CO.

with the following descriptions, should enable dealers to have a clear idea of what the carpets are like. Prices are given in a circular now being sent out by John Macdonald & Co.

No. 1992 is a five-frame Brussels with a sage ground, the leaf part being fawn shaded with white and pink and edged with gold and black moresque; the flowers are shaded pink and white, outlined also with gold and black moresque. The pattern is fairly large and of an exceedingly rich and handsome appearance.

No. 5089 is a five-frame Brussels on ecru ground, with shaded crimson and gold leaves, fawn and shaded crimson, crimson and gold and moresque flowers. This pattern is not so simple as the previous one, yet it has a neat appearance and exquisite harmony of coloring, which has made it a large seller.

MILL NEWS.

LATEST reports from New Brunswick show that the strike at the cotton mills is still on. The mill is ready for the resumption of work, and Mr. Parks is firm in his intention for a

reduction. The strikers have not yet signified their willingness to return at the new rate of wages.

Mr. Willson, of the St. Thomas Woolen Mills, has closed the branch store he had at Clinton.

Herbert Forbes, proprietor of the large woolen mills at Hespeler, has been seriously ill at his home in Guelph. He is in his 81st year.

The Hawthorne Woolen Mill, Carleton Place, Ont., is running again with part of the staff. It is expected that the full mill will be running in a few days. The Gillies Mill is expected to start at once.

The Waterloo Knitting Company has gone into voluntary liquidation and E. F. de Varennes has been appointed liquidator. The liabilities are in the vicinity of \$20,000, and the assets are nominally several thousand dollars larger.

The cotton dyers in the James street cotton mill, Hamilton, have been working five days per week at \$1.25 per day, and when a further reduction was proposed they quit work. And yet the holders of the stock in the cotton companies have made loads of money.

The strike at the Montreal Woolen Mills continues, and it is rumored that the management of the Globe Woolen Mills also proposes a reduction. These reductions in wages are in



BRUSSELS, NO. 5089 JOHN MACDONALD & CO.

most cases unjust. They may not be in this case, but circumstances point that way. In these days anarchism and extreme socialism grow among the discontented. Capitalists who create discontent, create the forces which threaten ruin. Strikes are unnecessary since arbitration has become known.

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : —

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES

Every garment has a silk label or hanger bearing the registered title

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

LOCAL VS. CITY TRADE.

MANY merchants in towns and villages feel very much chagrined and disappointed when they see their fellow townsmen sending daily to "the city" for dry goods and like necessities instead of patronizing the men who are the mainstay of their town. It is exceedingly lamentable to see a conscientious, upright dry goods man in a small town doing his best to give the people in his vicinity a chance to inspect a full range of the season's novelties, and then when they have fully inspected his stock, got a general idea of what they ought to buy, they send for samples to "the city," and finally order from there.

We do not proclaim that "to the local victor belong the spoils," but we do maintain that the people of a town are following their own best interests when they patronize their home trade. Every store in a town pays a certain amount of rent, taxes, gas bills, etc., and the wages of employer and employee will amount to a snug sum every year. Another store occupied increases the price of real estate. Another store and one or two houses occupied means less taxes on other property. Another store occupied and competing for trade means an increased number of visitors, rural and civic, and an increased circulation of money in this and a dozen different ways.

The merchants of a town are its backbone, and take them out of any town, and in three months it will be as dead as the proverbial "door nail." They are the sap of the town, and give it activity and life. One live merchant is worth ninety-nine retired farmers. They talk up the town; they draw manufacturers into it; they draw residents; they invest money in it; they help it in a thousand ways.

There is no legitimate method for causing the people to keep their money from the city stores except by an education of public opinion. Let each country merchant affected by this practice reproduce the sentiments and ideas expressed above in his local paper, and keep hitting the practice in this way, and most people will have either their patriotic feelings or their shame aroused, and the custom will be weakened. In discussing such matters with his customers a merchant must argue calmly and disinterestedly, and any show of anger or wrath will but arouse opposition. The cultivation of a proper esprit du corps in the community will do much to centre all trade in that community.

CANADIAN WOOL CLIP, 1894.

THERE is probably no man in Canada more qualified to give an opinion on matters appertaining to wool than John Hallam, consequently the following important article from his pen regarding the Canadian wool clip, 1894, will be read with interest: "With reference to the prospects of the coming clip of wool, and the prices to be realized, there is nothing definitely known. The delay at Ottawa in settling the tariff on woolen goods has created an industrial uncertainty and a want of confidence in the future of the trade. The proposed change in the tariff from compound to purely ad valorem duties will seriously embarrass the tweed, blanket and yarn manufactories. They will not be able under the proposed change to successfully compete with the shoddy goods from Huddersfield and Dewsbury, unless the Government take the duty off coal, machinery, and other articles now taxed and used as raw material. This is having a very depressing effect on the price of our domestic wools

and on the woolen trade in general. Home competition has reduced the price of Canadian tweeds, blankets, and yarns, to the lowest possible point, and if the Canadian mills are subjected to keen competition on these goods under an ad valorem duty with England, France, and Germany, where machinery and all raw material are free of duty, it simply means shutting up some of the mills in this country. In my opinion this change in tariff will only benefit the importing and ready made clothing trade.

"The passing of the Wilson Bill will not affect the prices of Canadian wools, as the domestic wools of the United States are now as low, if not lower, than in Canada, but notwithstanding this, I am afraid that there will be some speculation that may raise the price of our domestic wool beyond their present values, relying on the expectation that when the duties are taken off in the United States the price will rise. The Americans are not changing their tariff on wool to suit the Canadian people, but simply to give the manufacturers of the United States free wool at the lowest possible price in competition with English and foreign wool markets, and if the dealers and manufacturers through the country can only realize this fact, the clip of 1894 will be bought at fully 10 to 15 per cent. less than in 1893.

"Most of the clip of 1893 is still in the hands of dealers and unsold. During the last twelve months large quantities of wool and sheepskins, the product of the United States, have found their way into Canada at prices much lower than our domestic wools and sheepskins could be sold for here. I would advise caution in buying the Canadian clip, as no money has been made out of Canadian wool for three or four years past. The trend of the trade goes to show that the coming clip should be bought with more care and at the following prices, according to quality:

WASHED FLEECE WOOLS.

Combing Fleece, including Leicester, Cotswold, Oxford Down, and all long-haired, bright wools.....	15 to 16c.
Pure Southdown, free from tags and chaff.....	18 to 20c.
Shropshire, of good, sound staples.....	20 to 28c.
Fine Clothing Wool.....	20 to 28c.

UNWASHED FLEECE WOOLS.

Leicester, Cotswold, and other bright wools.....	8 to 9c.
Shropshire, good, sound staple.....	10 to 11c.
Pure Southdown	11 to 12c.
Rejections, including black, chaffy and cotted wools.....	11 to 12c.

THE LATEST THING IN PRINTS.

The latest thing in prints is the moire effect—a most charming fabric shown in several lines by John Macdonald & Co. They also show some handsome lines of black, red and fancy grounds, with the latest spots and florals. These goods have just arrived, and live retailers know the advantages to be gained by having an assortment of up-to-date goods.

Printed flannelettes in floral effects in black, navy, cardinal and scarlet are shown for ladies' morning gowns, and are taking extremely well. The designs are very attractive.

3,000, NOT 300.

We would call attention to an error in setting up the advertisement of the Schott Button Machine on page three of the April number of this journal. Instead of "300" of these machines sold in Canada it should read, "3,000." Very few tailors or dry goods firms of any importance are without one of these ingenious articles. See page 3 of this number.

MOTTO: "We Always Lead; We Never Follow."

(Registered Trade Mark)

SAMSON, KENNEDY & Co.

Latest Novelties to be Found in Our Haberdashery Department

Braids

PLAIN MILITARY WAVE BRAID in the following widths: $\frac{1}{8}$ in., $\frac{1}{4}$ in., $\frac{3}{8}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in. This is a very special line.

LILY WAVE BRAID in black (a beautiful new design). Widths: $\frac{1}{4}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in.

SUPERIOR QUALITY MILITARY WAVE BRAID in Cream, Fawn, Light Brown, Mid. Brown, Dark Brown, Navy and Myrtle. Widths: $\frac{3}{8}$ in., $\frac{5}{8}$ in.

DIAMOND WAVE BRAID in Black. Widths: $\frac{1}{4}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., $\frac{7}{8}$ in., 1 in.

DIAMOND WAVE BRAID in Cream, Fawn, Mid. Brown, Dark Brown, Navy and Myrtle. Widths: $\frac{1}{2}$ in., $\frac{7}{8}$ in., and $1\frac{1}{4}$ in.

FIRST QUALITY EAGLE HERCULES (straight-away) in Black, from No. 30 to No. 1200; in Cream, from No. 20 to No. 600.

SECOND QUALITY EAGLE HERCULES (straight-away) in Black, from No. 20 to No. 1200; in Cream, from No. 20 to No. 200.

DIAMOND BRAID (straightaway) in Black. Widths: $\frac{1}{4}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., 1 in., $1\frac{1}{4}$ in., $1\frac{1}{2}$ in., $1\frac{3}{4}$ in., 2 in., $2\frac{1}{2}$ in., and 3 in.

MILITARY BRAID (straightaway) in Black. Widths: $\frac{1}{4}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., 1 in., $1\frac{1}{4}$ in., $1\frac{1}{2}$ in., $1\frac{3}{4}$ in., 2 in., $2\frac{1}{2}$ in., and 3 in.

A VERY LIGHT MAKE OF MILITARY BRAID (straightaway) in Black. Widths: $\frac{1}{4}$ in., $\frac{1}{2}$ in., $\frac{5}{8}$ in., $\frac{3}{4}$ in., 1 in., $1\frac{1}{4}$ in., $1\frac{1}{2}$ in., $1\frac{3}{4}$ in., 2 in., $2\frac{1}{2}$ in., and 3 in.

RUSSIAN BRAIDS in all colors.

MOHAIR BRAIDS in all colors; an immense variety.

SILK BRAIDS in all colors.

GOLD AND SILVER BRAIDS in all widths.

SILK AND MOHAIR INSERTIONS in Black.

SILK SECTIONAL GIMPS.

An immense variety of the latest novelties in Jet Trimmings, in Plain, Nailhead and Sequin effects. Sectional effects in Jets.

A very large range of Tinsel Trimmings; beautiful new designs in Gold and Silver and Steels.

These Goods are all new and the latest novelties in their different lines, having been purchased within the last 10 days, and will do any live merchant good.

Japanese Goods

An immense assortment of Palm Leaf Fans, Japanese Printed Fans, Japanese Printed Folding Fans, Decorating Fans, Telescope Fans, the new Fantasma Fan; Japanese Parasols for decorating; Japanese Dolls for fancy work; Japanese Mats, a large variety; Japanese Panels, beautifully hand-painted, at a very low price; Japanese Screens, nobby designs; Japanese Work Baskets, and an endless variety of Japanese Novelties for fancy work.

Novelties

Hair Ornaments; Dagger Effects, Tortoise Shell, Black and Amber; Metal Tops, gilt and silver; Back Combs, in Tortoise, Black and Amber.

Buckles

For Silk Belts, the latest New York styles; Garter Buckles, in enamel, gilt and silver effects; in connection with this line we have a full range of all colors in silk frilled elastic.

Ladies' Neck Pins, in enamel, gilt and silver; Ladies' Brooches, Souvenir Spoons; Cuff Buttons; Links, in gilt and silver; Collar Studs; Shirt Studs; Tie Pins; a large range of Ladies' Shopping Bags, in leather, silk and felt; also Traveling Hand Satchels, Purses, etc.

We will be pleased to send samples of any line you may desire.

ORDERS . . .

No order so large that its details escape our attention.

No order so small that we do not cater for it.

Samson, Kennedy & Co.

TORONTO, CANADA

THE MILLINERY TRADE.

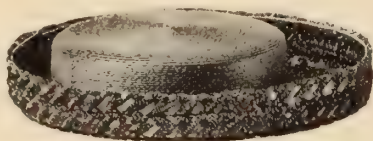
MILLINERY has been fairly active during the past month. The most unusual feature is the fact that sailors are in demand a month earlier than usual. The demand does not usually begin until June 1st, but this year it opened up on May 1st. Fine flowers with long green stems are meeting with a large sale; in fact, flowers are very active in general. Small unmounted effects are strong, especially small unmounted



NO. 1. THE SPRAY—REID, TAYLOR & BAYNE.

piquets. Ribbons in plain silk and plain satin are much brisker than last month, and have outstripped fancies in the race for public favor. Black and white leghorns are good, while plaques still hold the position of the leading shape for the third consecutive season.

Three new shapes, shown by Reid, Taylor & Bayne, are



NO. 2. RUSSIAN TURBAN—REID, TAYLOR & BAYNE.

here illustrated. No. 1 is "The Spray," a small crowned sailor, which is also shown in Canton and Milan braids in blacks and

whites. The crowns run from 1 to 1½ inches in height and the brims are 4½ inches. The line is low-priced. No. 2 is a chip crown with a French brim and is shown in black and in all



NO. 3. THE EPSOM—REID, TAYLOR & BAYNE.

fine shades of brown and other colors. This is a really handsome hat. No. 3 is "The Epsom," a wide-leafed walking hat of black Milan braid with fancy lace crown. This is one of the leading shapes of the month.

SUSPENDERS.

A trade which is controlled by domestic goods is the suspender trade. Domestic manufacturers have introduced such improved methods of manufacture and have aimed so high with their product that the latter has complete control of the market by superior quality and proper quotations.

Perhaps no firm in this line has a better reputation than the Dominion Suspender Co., of Niagara Falls. Their goods are found in almost every dry goods or furnishing store in Canada, and even the weavers have proved the excellence of their goods. As a proof of this, dealers are accustomed to advertise the D. S. Co.'s goods, as seen in the following item from the Hamilton Spectator:

A BIG DEAL IN BRACES.

The Smith clothing people have just closed a big deal with the Dominion Suspender Co., of Niagara Falls, the largest manufacturers of braces in Canada. Several hundred dozen arrived to day.

ThibaudEAU Bros.

& Co.

Importers of —

ENGLISH .
FRENCH .
GERMAN &
AMERICAN

DRY GOODS

THIBAudeau FRERES & CIE.
Quebec.

THIBAudeau BROTHERS & CO.
London, Eng.

THIBAudeau BROS. & CO.
332 St. Paul St.

MONTREAL

John D. Ivey & Co.

53 Yonge Street

....Toronto.

We have just received and
passed into stock

*New Hats, New Laces, New Veilings,
New Ribbons, New Flowers*

New Novelties

Which will again make our stock complete after two weeks of the biggest selling in the history of our house. All orders, either by letters or through travellers, will receive best attention.

John D. Ivey & Co.

THE "QUORNA" SKIRT BAND.

Some time ago W. R. Brock & Co. were appointed sole Canadian agents for the "Quorna" skirt band, and their first shipment has arrived. This article is illustrated in an advertisement on the inside front cover, and is worthy of every dealer's attention.

The "Quorna" skirt band is round, woven and made from the best materials and English workmanship. By using it ladies can make their own and their children's skirts and other undergarments perfect in fit and shape without any difficulty and at a great saving of time, trouble and expense. The shape being woven to fit any size waist, it is indispensable to ladies desiring neatly fitting garments. It is lined and button-holed ready for use. It is made in all colors in 3½, 4½ and 6 inch deep, and also in many fashionable stripes.

J. Frank Riepert

162 ST. JAMES STREET

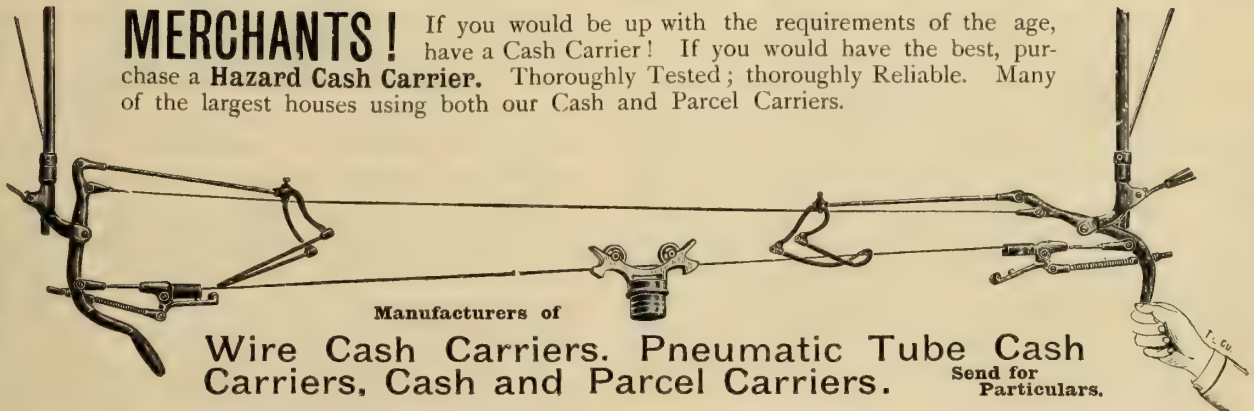
MONTREAL

DIRECT
IMPORTER**ORIENTAL**

BRANCHES:

YOKOHAMA
SHANGHAI
LYONS**SILKS**

And Silk Handkerchiefs

Established 1884.
The Best is the Cheapest.Patented in Canada and the
United States.

MERCHANTS! If you would be up with the requirements of the age, have a Cash Carrier! If you would have the best, purchase a **Hazard Cash Carrier**. Thoroughly Tested; thoroughly Reliable. Many of the largest houses using both our Cash and Parcel Carriers.

Manufacturers of

Wire Cash Carriers. Pneumatic Tube Cash Carriers, Cash and Parcel Carriers.

Send for
Particulars.

ADDRESS THE HAZARD STORE SERVICE CO., Office 81 Victoria St., Toronto, Ont.

Wyld, Grasett & Darling

SAMPLES OF

New Neckwear

FOR summer and autumn trade are now in the hands of our travelers—newest shapes, patterns and colorings. Further shipments to hand of our celebrated English collars, all heights and sizes now in stock. Serpentine Braids recently to hand. New Prints, in wide cloth and drillettes, just opened. Some clearing lines of Dress Goods to be sold this month.

*Inspection of Stock invited by buyers
visiting this market.*

Travelers' Orders Solicited.

WYLD, GRASETT & DARLING
TORONTO.

Alexander & Anderson

WE HAVE PASSED
INTO STOCK

Black Moire Silks at low and medium prices.
Black Moire Ribbons, Nos. 5, 9, 16 and 20.
Black Velvet Ribbons, all widths, from No. 10 up.
Satin Baby Ribbons, full range of colors and black.
Black and Colored Velveteens, all shades and prices.
Navy and Black Estamines, nice, bright, crisp finish.
Cream, Cardinal, Navy, Sky and Wood Brown Cashmeres.
Also in stock a full line of our Celebrated Black Cashmeres.
Cream Estamines and Diagonal Serges.
French Crepons, lovely goods, full range of colors.
Black Amazons, in low, medium and good qualities.
Also Wood Brown, Navy, Myrtle Grey, etc., low-priced.

We desire to direct the attention of merchants to a few numbers of LADIES' BLACK CAPES (our own make), for which we are having a ready sale, and to those who have not had them we would suggest a trial.

They are nice goods and sell at sight.

INSPECTION SOLICITED.

Alexander & Anderson

SPECIAL MONTREAL NEWS.

THE past month has been a very satisfactory one in dry goods, improvement being noted in all lines, and orders both from travelers and sales from stock are certainly more encouraging than they were last month. Travelers have now been out on their sorting trips about two weeks and are meeting with a fairly good reception. A noticeable feature in this connection is that they are already carrying samples of woolens for next fall's trade. This is rushing things with a vengeance, but it may be remarked that reports all agree in stating that they are not meeting with remarkable success in these late goods. This is not regretted by careful traders, for they consider that it is only an added temptation to lengthen the already sufficiently extended credit that prevails in the dry goods trade.

Remittances are somewhat slow, but it is expected that a week or so will see an improvement in this direction, as farmers will be able to attend to business off their farms.

The decline in cottons that occurred last month has naturally lead to an improved demand for all lines of these domestic staples. In addition to the changes in gray and bleached goods that we noted last month, there have been reductions in some lines of colored goods which we predicted as possible. Tickings, denims, cottonades and most lines of high grade colored goods have not been altered to any material extent, but there have been sensible declines in some of the lower grade flannelettes. It is claimed, however, that this is more owing to the large stocks on hand than to any influence exerted by the tariff changes proper. There has been an average reduction since our report of a month ago in linings of about five per cent.

Reference was made last month to the fact that travelers representing American houses had been offering goods on this side of the line. It is understood that they have been successful in booking some small orders for lines of colored cottons, but it is generally admitted that these goods cannot be coming in in any large quantity as the low prices of Canadian goods, as already referred to, effectually knocks in the head the possibility of any really serious competition from this quarter.

Prices on all classes of goods are now fairly established, and it is generally agreed that the consumer is enabled under the revised tariff to purchase low grade woolens, for instance such goods as imported beavers, at considerably less than he has for many years past. It remains to be seen, however, after using this low quality of imported goods, whether he would not have been better and more economically suited with a comparatively dearer purchase of a pure home-made article.

The lines that have been most in request during the month in a sorting way have been all kinds of hosiery, laces, gloves, moire silks, moire ribbons, as well as a fairly satisfactory demand for other staple lines of dry goods.

With regard to supplies next fall, it is as yet too early to speak accurately. Buyers who have been away on the other side arranging for supplies are commencing to return. Among those who are so far reported on this side are Wm. Kisson, of Caverhill, Kisson & Co., and Wm. Agnew, of Wm. Agnew & Co., and Mr. Fraser, of the firm of S. Greenshields, Son & Co., and others are expected to arrive back in town in the course of a week or so.

The Montreal branch of John Fisher & Sons, of Huddersfield, Eng., whose premises were formerly in the Balmoral Hotel block, have removed to the new block recently erected at

452 St. James street. The premises are large and spacious, and the office is located on the ground floor. The establishment is one of the most complete in this city.

Brophy, Cains & Co. notice a good demand for their fine lines of imported prints and high class dress goods.

James Johnston & Co. report a continuation of the demand for moire silks, both in watered and antique patterns. They are turning these goods over almost as fast as they arrive.

The demand for gloves has been one of the features of the month, and in this connection Messrs. Thouret, Fitzgibbon & Co.'s fine lines of "Jammett's" goods have been receiving a full share of attention. They have been entirely cleared out of their first importations. For fall importation they note a fairly satisfactory demand on the extensive range of fine lines which they offer.

Glover & Brais report a fair average demand for gents' furnishings of all kinds. Their travelers are experiencing a good sorting demand for their fine lines of cashmeres, negligee shirts, and other summer goods.

Cashmeres are always a staple line, and Messrs. Gault Bros. state that the demand they experienced during the spring has been well supplemented by good returns in a sorting-up way.

The demand for Priestly's fabrics is constantly increasing. S. Greenshields, Son & Co.'s turnover of these goods during the past spring has been an extensive one, and the sorting-up trade has been equally satisfactory. This firm are, as is well known, sole Canadian agents of these fine lines in dress fabrics.

Matthews, Towers & Co.'s inducements to patrons in the matter of negligee shirts are well known and are receiving the return that they deserve. They do not send out stock goods, but every order is shipped to the requirements specified by each individual purchaser. This is a benefit which every buyer will readily recognize.

DIRECT TO RETAILER.

No retailer objects to possessing the privilege of buying direct from the manufacturer, and when the manufacturer takes sufficient interest in the disposal of his goods to assist the retailer to sell them, the value of the privilege is doubled.

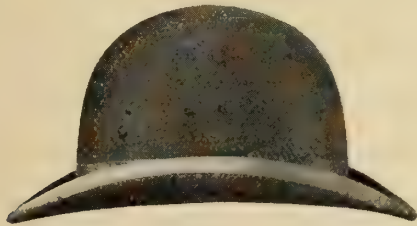
"The Health Brand" of ladies' and children's underwear is being offered direct to the retail dry goods trade of Canada by the Montreal Silk Mills Company, Ltd., of Montreal, and as a result of their absolute confidence in the quality of their goods, and reliance on the co-operation of the dealers handling them, they are proceeding to create (by advertising of the most direct type and at enormous expense) a demand for "The Health Brand" from the consumers throughout the entire Dominion, knowing that the demand thus produced will, from the entire satisfaction which the goods will give to the wearers, be a permanent and steadily increasing one. It will pay any retailer to handle what will be asked for, and the dealer that is willing to put a little push and energy into the introduction of "The Health Brand" in his vicinity, need not fear but that the results will amply repay his efforts.

Sydney Sykes has been appointed traveler for the Guelph Woolen Mills Co. His territory will be in the east, taking in the Maritime Provinces. Mr. Sykes will continue, as formerly, to represent the Armstrong Carpet Co., whose business he has so successfully promoted on the road for many years.

MEN'S FURNISHINGS.

HATS are brisk these days. Straws are in good demand and styles definite. Wide leafs and medium low crowns are general. The Boater with the black band is the leader. In braids Cantons lead with the Imperial or fine Canton a favorite. Japanese rustic and Mackinaw braids are being sold in small quantities.

In stiff hats a smaller shape with a tapering crown seems to be the tendency. Two are shown from new blocks by A. A. Allan & Co. The Bicycle has a $5\frac{1}{4}$ -inch crown and a 2-inch brim, while the Toronto has a $4\frac{3}{4}$ crown and $1\frac{7}{8}$ brim. These are both shown in cassia, cigar, and black at \$18 per dozen.



THE BICYCLE—A. A. ALLAN & CO.

THE LATEST FURNISHINGS.

Every dealer in men's furnishings desires to be always abreast of the fashions. If he is not, he will not secure the best and most profitable trade.

An excellent range of summer underwear in brown, tan and natural balbriggan and in natural wool is shown by Wyld, Grasett & Darling. Some have plain necks and hem skirts, some French necks and hem skirts, while others have rib skirts and French necks. Their stock is well assorted in sizes from 32 to 46—an assortment hard to find.

In men's summer waistcoats they have a display of white cotton cords, white cotton embossed figures, plain linen drills



THE TORONTO—A. A. ALLAN & CO.

in white or tan, hopsacks in white or tan, and plain linen grounds with small neat figures. All have three detachable buttons and collars and are the latest designs.

Their stock of men's half hose is well assorted in fast tan and black, in both lisle and silk. Summer weights of cashmeres in black and tan in ribbed and plain knit are shown at prices which sell the goods.

NOTES.

It is estimated that the cash sales of fur at Edmonton for the present season have amounted to \$16,000, and that they will aggregate \$25,000 before its close. The aggregate is less than last year owing to lower prices.

A Washington despatch says: "The State Department has information that the straw hat famine which England experienced last summer is apt to be repeated this year. For six weeks last year the demand was so much greater than the supply that straw hats were not to be obtained at any price. It is said the English factories are now working overtime in anticipation

of another hot, dry summer. This year men wore straw hats in London the latter part of March. The American hats are in great demand."

J. D. Allan, of A. A. Allan & Co., has returned from visiting continental fur markets. He reports that in England he heard complimentary references to the handsome appearance of THE DRY GOODS REVIEW. And still we take the same size in a hat.

A gentleman, prominent in the hat trade at Ottawa, was in Toronto the other day, and during a retrospective conversation he said that he used to sell three silk hats to George Brown for every one he sold to many of the other members of Parliament. This he accounted for by the fact that George Brown was a tall man. "It is an invariable rule," said he, "we sell more hats to tall men because they batter them out against awnings, car entrances, tops of low doors and other impediments under which a short man passes with ease."

ALEXANDER G. LINDSAY.

THE Detroit Herald of Commerce speaks thus of Alexander G. Lindsay:

"Mr. Lindsay is one of the oldest and most widely known travelers on the road, and was the first dry goods traveler in Canada. Few men in the calling have made more miles without lapse in the service than he. He has made seventy-one trips across the Atlantic, and there are few towns of any note in this country that he has not visited and sold goods in.

"Mr. Lindsay was born among the rugged hills of Scotland, and is a fine example, physically and intellectually, of 'Auld Scotia's' sons. Of fine physique and gentlemanly bearing, he is the model of a stalwart traveler, ever capable of making warm friends and retaining their friendship, respect and confidence.

"He thoroughly learned every detail of the dry goods business in his native country, and at an early age removed to Canada, where he made his home from 1865 to 1869, during which time he traveled through the Dominion of Canada. In 1867 he was one of three to form an association of commercial travelers in Canada, which association has its present headquarters in Toronto, and is the largest organization of its kind. Mr. Lindsay also was instrumental in getting C. J. Bridges, of the Grand Trunk Railway, to concede a ticket to commercial men—the first one ever issued. In the year of 1869 he went to Glasgow and started a general commission business, dealing with importers direct, between the United States and Canada. He prospered at this until the big Boston fire on November 9th, 1872, which seriously affected his business; and after that the panic in 1873 and 1874 nearly broke him up financially. He made an honorable rally, however, and in 1875 again took up operations in the United States, where he was given the position of buyer for Callendar, McAustan & Troup, of Providence, R.I. In 1879 his health failed by close confinement to business, and he took the road again for a Boston house. For the past eight years he has been actively employed with the Turner & Seymour Manufacturing Co., of Torrington, Ct."

A local dealer advertises "a new stock of walking sticks for gentlemen with carved wooden heads."

AMONG TORONTO WHOLESALEERS.

CONTINUED fine weather has produced a sorting trade which, everything considered, is satisfactory. On the whole, though, trade shows no buoyancy and the volume is not greater than last year. Collections are also slow, and dealers are complaining of a scarce currency. Credit is stiff these days, showing that jobbers have little faith in an expanding trade.

There are some goods so active that they are scarce in whole-sale hands. These are black and brown serpentine braids, moire ribbons and silks, narrow jets, cream silk gloves, blue and black serges, and parasols. Every one of these lines is in good demand, and wholesalers with well-assorted stocks are doing very well.

Delaines are quiet—remarkably so. At this season they are usually active, but a special run has not occurred this year. This is due to the fact that crinkles have come in strong, and that cheaper classes of dress goods have been procurable in large quantities this season.

Woolen samples for fall are almost ready now, and before this month is out nearly every house will have its complete line on the road. Wholesalers, as a rule, do not anticipate a heavy early trade. It is expected that retailers will hold back their orders on account of the slowness of trade. A slump in prices is, however, out of the question, as wholesalers are buying sparingly.

Caldecott, Burton & Spence have some broken lots of this season's stock of parasols which they are clearing out at reduced prices.

Midsummer prints have been opened this week by John Macdonald & Co., and their range includes all the latest novelties from British markets.

Zephyrs, crinkles, challies and other summer weight dress goods are shown in extensive range by Alexander & Anderson. They claim to have as fine a range as any house in the trade.

W. R. Brock & Co. have a range of box cloths in several qualities and in all the leading shades, including fawns and blacks, which is especially suitable for the spring cape trade. A special 54 inch line at \$1, is a leader.

Satin baby ribbons in all shades, black velvet ribbons in all widths, and black moire ribbons are being shown by Alexander & Anderson in fresh goods. Cotton hose in blacks, tans, creams and whites are in full stock. A special drive in ladies' parasols and men's umbrellas is being offered for the sorting trade.

W. R. Brock & Co. are showing art draperies in long range in Madras and colored spot muslins. Their hosiery and glove department is very complete at present for the sorting trade. All leading brands of hosiery and gloves are kept in stock and sold at proper prices.

Black cotton hose for ladies to retail at 10 cents per pair, full-fashioned fast black and fast tan to retail at 15 cents, are two lines shown by Wyld, Grasett & Darling. Several ranges of boys' ribbed hosiery are also shown. A choice line of parasols to retail at 75 cents, \$1, \$1.25 and \$1.50 gives the retailer sufficient to choose from.

W. R. Brock & Co. have opened up another large shipment of their now famous black trouserings. These special trouserings for special price sales are unexcelled. Their first imports of flannel, duck and drill suitings and vestings have been sold out and repeats are to hand. These include a few new patterns.

A specially low line of domestic tweed is attracting much attention. All shades in Canadian mixed worsteds are kept well assorted throughout each season, so that even wide orders are sure of being well filled.

A shipment of Victoria lawns, another of apron lawns, repeats in American printed challies, a case of black and white silks, some drives in odds and ends of dress goods, are now being shown by John Macdonald & Co. A few cases of velveteens, bought in bond, have been opened up and are being sold at very low prices. Crepons, nun's veilings, tennis serges, and other midsummer goods are in full display.

New Point D'Irlande laces in creams, two tones and blacks have been received by Samson, Kennedy & Co. Narrow black velvet ribbons and baby ribbons have been restocked. Black moire silks and moire ribbons are being opened up. Encroyable and Alsatian bows, light ground delaines and delainettes, and all kinds of fans are being run on. A special drive is shown in French percales. Braids are in full display, first shipments having been passed into stock.

Wholesalers are more hopeful of the spring sorting trade. One evidence of this was seen in Samson, Kennedy & Co.'s office. Warring G. Kennedy has left on his third buying trip in six months. The English market is his main objective point, where he will meet Mr. Meharg, their notion buyer. Their American buyer has been in New York for a week. They evidence a desire to keep well stocked on all the latest lines and novelties put on any market from which Canada draws her supplies.

Wyld, Grasett & Darling have just received a full range of colored moires in Nos. 5, 9, and 16. A full range of colors in No. 3 silk faille ribbon is now displayed, while silk faille and satin baby ribbons are well stocked. Narrow goods, such as black velvet ribbons and serpentine braids in black, light brown, mid-brown, navy and cream can be secured from their stock. A new card of frillings, showing all the latest effects, is now in the hands of their travelers. The new butter shade is shown in cotton Point D'Irlande laces. Their stock of lace mitts and silk gloves will meet all demands.

W. R. Brock & Co., are showing in their muslin and white goods department a large assortment of up-to-date goods in piques, crepons, lace stripes and checks, Victoria lawns, Indian linens, apron muslins, satin checks, etc. They have just received several cases of popular numbers in sunshades, being cable repeats of fast-selling lines which were shown early in the season. Back orders are being filled for these goods. Another shipment of their new lines of white quilts which have led the market this season, has been opened out in all four numbers, A, B, C, and D, and they are again prepared to keep pace with the demand for these lines. Their hosiery department is continually receiving shipments of popular lines, which keep their stock complete. Hermsdorf's stainless blacks, russets, cardinals, creams, white and fancy effects are being shown for men, women and children.

The power plant for the Columbia Cotton Mills, Columbia, S.C., consists of two pairs 48" cylinder gate Victor turbines, on horizontal shaft, with a single 24" horizontal Victor turbine for driving the fire pump. The two pairs 48" turbines are connected together, and at each end are direct connected to a generator of 700 horse power capacity. It is said the mills in question are the first of the kind in America to be driven by electricity.

MILLINERY...

OUR stock is in excellent shape for this month's trade. We opened up last week some heavy shipments of goods that have been very scarce in the trade for some time, particularly in **FLOWERS**, for which there has been a steady demand. **Blue Velvet Forget-me-nots**, also **Yellow, Pink and White. Fine White Flowers—Violets, Mignonettes and Lilacs**, with long stems, so popular at present.

We are well assorted in **Ribbons** and can meet any demand. **Moires** in black, all widths; colors in No. 22 and 30 widths, in white, cream, fawn, tabac and navy. **Double Satin Ribbons**, all colors and widths, **Bebe Moire Ribbons, Bebe Satin Ribbons.**

Laces . . .

BLACK SILK LACES,

White, Cream and Butter Cotton Laces and Insertions.

Straw Goods

Placques, Placques, Placques, are the chief demand. Apart from these we may say only three shapes meet with much favor, viz., the new walking hat "Epsom," "The Russian Turban," a stylish and handsome hat, and the low crown Sailor.

Reid, Taylor & Bayne
TORONTO

GENERAL TOPICS.

SAYS the Textile Mercury: "The influence of pending tariff legislation at Ottawa upon the Canadian trade has been to curtail purchases considerably, as we ventured to prophesy some time ago. The extent of the decline in Canadian shipments last month, compared with March, 1893, was £22,800 in the case of cotton piece-goods, nearly £40,000 in woolens, £61,000 in worsteds, nearly £2,500 in linens, £7,700 in jute piece-goods, £4,500 in silk lace, and nearly £10,000 in silk unions. In those branches of the textile trade named above shipments to Canada were therefore nearly £150,000 less than in March last year."

The merchants of Montreal have given a trophy to be competed for by the two great lacrosse teams of that city. Three games will decide.

An attempt was made to abolish imprisonment for debt, in the recent session of the Ontario Legislature. It was unsuccessful; but had it been brought about, credit retailing would soon have passed into history.

The late editor of the Drapers' Record, London, Eng., having had some differences with the proprietors of that paper, has, in company with its late advertising manager, started a new paper devoted to the drapery trades under the style of the Drapery World, the first number of which was published on March 17th.

The Omemee (Ont.) correspondent of the Victoria Warder says: "Tailors and merchants from neighboring towns have been canvassing and showing samples and taking orders. After receiving a number of orders from those who cannot get anything sufficiently stylish here, the orders were cancelled by our chief of police, unless the usual license was paid for transient traders. The young dudes who gave their orders for city styles of clothing prefer having this tested in the courts before being disappointed."

It is a good policy for a retailer, as well as a manufacturer or jobber, to have his own label on the shirts, hats, coats, shoes, collars and other things he may deal in. The label produces a good impression on the customer. He sees that the merchant is not afraid, but proud, to identify himself with every item he sells. The fact that he goes to the expense, though it is small, of having a label, indicates that he is enterprising. Retailers should confer with the German Artistic Weaving Co., 120 Franklin street, New York, about labels of all sorts. Name all your lines and see what can be done for them.

The rapid and great increase in the business of the Nova Scotia Furnishing Co., Halifax, N.S., has made it necessary for the company to secure more spacious quarters, and it is now erecting a new and elegant building, which will comprise seven stories, with a front of 42 feet on Barrington street and 78 feet on Argyle street, and a depth of 142 feet. The structure will have all the modern improvements found in first-class stores, such as electric lights, elevators, etc. The carpet and drapery stocks will occupy the second floor, and the third and fourth floors will be used for furniture.

W. Jeans, who recently commenced the manufacture of gloves at Acton, Ont., has during the past month received communications from business men in no less than half-a-dozen municipalities, pointing out the great advantages which would accrue from settling in their respective towns. The Free Press ventures the statement that these bids will have little weight

with Mr. Jeans, inasmuch as Acton has always been disposed to treat her manufacturers liberally, and has never been slow to give substantial evidence of this in the way of exemption or partial exemption from taxation, whenever it was shown that the volume of labor employed and business transacted would warrant it.

Apropos of the discussion in the House of Commons at Ottawa last week is the following from the Drapers' Record, a leading trade paper of London:

We regret to learn from a letter in the Glasgow Herald that color printing in the west of Scotland is in the sere and yellow leaf. Thirty or forty years ago Glasgow had full command of this trade. All the markets of the world were open to her, with little competition to face anywhere. But now all is sadly changed. Since 1873 over-production has been growing worse and worse, and is now so bad that this hard-headed Scot sees no remedy for it save in a big war. Foreign countries have not only shut out Glasgow goods by their prohibitive tariffs, but the high prices they obtain at home enable them to export their surplus productions and to undersell us even in our own home market. Failing a war or a return to British protection, the days of Glasgow color printing are, we are told, numbered.

This is not published in gratification at the Mother Country's loss of commerce, but as a matter of fact, showing where a free trade nation is at a disadvantage in the conflict of present day commercial rivalry, and as something that Canadians should have in memory.—Montreal Gazette.

Judge Finkle gave an important decision at a sitting of the Division Court at Woodstock. It was in an action of McIntosh & Griffiths vs. Coyne & Co., dry goods merchants, of Ingersoll. Defendants made an assignment on Dec. 21 last to Geo. Hayes, of London, but the plaintiffs alleged that they had not assigned the accounts, and a garnishee summons was issued. The assignment of Coyne & Co. his honor held to be illegal, consequently creditors are free to issue executions against Mary M. Coyne, who was the company in the firm. The assignment was made by Isaac Coyne, her husband, under a general power of attorney given in 1887; but the court held that this authority did not give Isaac Coyne power to assign, therefore there has practically been no assignment in the eyes of the law. Mr. Ellis, of Ingersoll, was to give the creditors 50 cents on the dollar to save himself from accommodation paper, but Mr. Ellis subsequently failed, and Mr. Coyne has since been running the business in the assignee's name.

ENCLOSING INVOICES.

RETAILERS like to have their invoices enclosed in all express parcels, and apparently this point is forgotten by some, as witness the following letter:

The Editor DRY GOODS REVIEW:

SIR,—I would like to bring before the wholesale dry goods houses the importance of enclosing the invoices in express parcels.

For example: On Friday morning we received five or six different parcels containing millinery, hosiery, gloves, laces, frillings, etc., small articles to sort up for Saturday's trade that require a great deal of marking, and we are unable to mark them, as the invoice is not enclosed.

It is noon before we get the mail, and the next two and a half hours we are short-handed, as the employees are at their meals, and when the hands are all back we are busy up to 6 o'clock, and the goods are not marked and cannot be sold on Saturday.

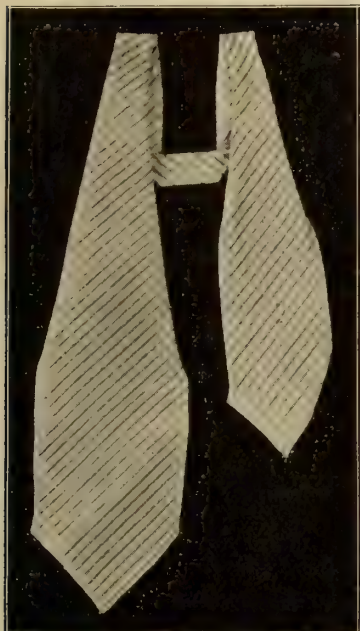
This occurs every week.

GEO. CAUDWELL.

Brantford, April 20th, 1894.

NEW NECKWEAR.

Washable Flowing-End Derbys, as illustrated by the accompanying cut, are being manufactured in large quantities by E. & S. Currie, Bay street, Toronto. They are showing this tie in



WASHABLE FLOWING-END.

matings, plain and checked, soft piques, soft cords, with woven effects, woven muslins, and silk mixtures. All retail at 25 cents, and are leaders of the market at that price. Ring scarfs, as illustrated in their advertisement on page 2, are shown in both light and dark colors, and are taking exceedingly well.

Another line which is attracting much attention is that of small bows for ladies' wear. These are being used with blouses and shirt fronts, and have come into prominence with King street stores. They are shown in black and colored corded silk, black moire, brocaded satins, etc. A dealer introducing

these into his town should find a brisk sale for them. In fact, no live retailer can afford to be without a full knowledge of the various lines put upon the market by those energetic manufacturers, E. & S. Currie.

A. A. Allan & Co.

Are showing striking new styles
of English and American

STIFF HATS

Our New Blacks are Exquisite.

Samples sent on request.

Fedora Hats, Black, Brown, Olive and light colors.

Men's and Boys' Straw Hats. Special value. A large range.

Cap Department. Most desirable styles. Children's Caps in great variety.

GIVE US A CALL.

A. A. Allan & Co.

51 Bay Street, TORONTO.

6 Sparks!

From
Huntsville
Fire

HUNTSVILLE, 23rd April, 1894.

MESSRS. J. & J. TAYLOR, Toronto.

Gentlemen,—I have had the misfortune, on the 18th inst., to have the whole of the contents of my store burnt in the fire that destroyed nearly the whole of the business part of this town, but I have pleasure in stating that the safe I purchased from your firm came out all right, and the papers and books it contained were in perfect condition, although subjected to the frightful heat of one of the worst fires ever known. Yours truly,

(Signed) WM. MAYHEW.

HUNTSVILLE, April 26th, 1894.

MESSRS. J. & J. TAYLOR, Toronto.

Dear Sirs,—The No. 10 fireproof safe we purchased from you two years ago served our purpose well during the recent fire. It fell through to the basement, and on top of a lot of hubs, spokes, rims, shafts, etc., and in the same compartment of the basement a lot of paints, oils, varnishes, coal oil and smithing coal was stored. The safe was heated to a white heat, and the intense heat continued for 6 or 7 hours. On the following day we OPENED IT BY THE COMBINATION and found, much to our surprise, that all our books and papers were in a splendid state of preservation. Yours truly,

(Signed) WHITE BROS.

HUNTSVILLE, April 23, 1894.

MESSRS. J. & J. TAYLOR, Toronto.

Dear Sirs,—The fire that took place in my store on the 18th inst. consumed the entire contents. My books, papers, etc., were enclosed in a vault protected by a set of your fire proof doors, which withstood the intense heat to my entire satisfaction, everything coming out in perfect order; and I have much pleasure in giving your agent an order for another set for my new store. Yours respectfully,

(Signed) H. S. MAY

HUNTSVILLE, April 24th, 1894.

MESSRS. J. & J. TAYLOR, Toronto.

Dear Sirs,—The double tongue and groove safe that I bought from you last year came through the terrible fire that took place in my hotel on 18th inst., to my entire satisfaction. It contained books, papers, money and two gold watches, all of which came out in perfect order, without even the smell of fire or smoke. Yours truly,

GEO. THOMPSON.

HUNTSVILLE, April 26th, 1894.

MESSRS. J. & J. TAYLOR.

Dear Sirs,—I had one of your safes in my store at the time of the destructive fire we had on the 18th inst., and am happy to say my books and papers, also money, were all intact upon opening it, thus saving me from a great loss, and I cannot speak too highly of your safes. Yours truly,

C. A. WATTSON.

HUNTSVILLE, May 3rd, 1894.

MESSRS. J. & J. TAYLOR, Toronto.

Gentlemen,—The No. 1 safe purchased from you four years ago passed through the fire that destroyed the business portion of this town on 18th April last. It was a most severe fire test; and when the safe was opened I was highly pleased at the well preserved state of the contents, and can confidently recommend your safe to any business man requiring a good article. Yours truly,

(Signed) F. W. CLEARWATER.

These were all

Taylor's Safes

PERSONAL NEWS.

NORTHEY & ANDERSON, who have dry goods stores at Simcoe, Orillia, and Tilsonburg, are thinking of opening up at Guelph. Branch stores have sunk many a firm in the past, and without attempting to damp any energetic merchant's ardor, it would be well to point out that history teaches many useful lessons—it is even better than experience in many cases.

Frank Sanagan is dead. He was once a leading merchant tailor in London, Ont.

John Catto & Son are the latest Toronto dry goods merchants to announce a building sale.

Sloan & Scott, the well-known Nanaimo dry goods merchants, have opened a branch establishment at Wellington.

Thomas S. Weeks is fitting up a store on Mill street, St. John, N.B., which he will shortly stock with dry goods.

Alex Smith, tailor, Belmont, Ont., has an enemy who has tried two or three times, recently, to burn out his store.

J. Sutcliffe, of J. Sutcliffe & Sons, Toronto, and Burt Sutcliffe returned last month from an extensive purchasing trip across the ocean.

McLean & Bro., having disposed of their stock of dry goods at Winnipeg, intend commencing business at Nelson, British Columbia.

Craig Nichols will start in the dry goods business in the store recently occupied by R. A. C. Brown, on Charlotte street, St. John, N.B.

It is understood that Mr. Stanford, of Renfrew, will shortly open up a stock of dry goods in the Golden Lion Store, Almonte, vacated by Geo. Halliday & Co.

John F. Raphael, agent for John Paton, Son & Co., Alloa, Scotland, and Raphael & Co., Dublin, Ireland, linens, has removed to 8 St. Helen's street, Montreal.

The employees of the firm of E. A. Small & Co., wholesale clothiers, Montreal, presented G. R. Brehm with a pretty antique oak clock on the occasion of his marriage.

In consequence of ill health Mr. Deneau leaves the firm of Deneau & Rondot, dry goods merchants and hatters, Amherstburg. A. E. Rondot will continue the business.

A. W. Grasett, of the firm of Wyld, Grasett & Darling, has just returned from the European markets. This gentleman has the reputation of being the best print buyer in Canada.

James Eaton & Co., dry goods merchants, Yonge street, Toronto, have taken in another store, and have now a very large establishment. Three handsome new delivery wagons have been added.

W. J. Ferguson, dry goods merchant, of Stratford, has been honored by his fellow merchants by being elected president of the Board of Trade in that city. The interests of the mercantile community will not suffer in the hands of Mr. Ferguson.

J. B. Short was a dry goods merchant in Parkhill. Some time ago he was burnt out, collected his \$900 insurance, and went to Edmonton, N.W.T. The insurance companies have had him arrested, and will attempt to prove that he knew how the fire originated.

The St. John Gazette says: "It has been published in a weekly paper that James Hamilton, the well-known dry goods man, secured a position in New York. Mr. Hamilton is still in St. John representing a Montreal house and hustling for life

insurance. Mr. Hamilton has at present no intention of leaving St. John, and it is more than probable that he will soon return to the retail dry goods trade."

McKendry & Co., dry goods merchants, Yonge street, Toronto, have finished their alterations, and have now the finest dry goods windows on the street. They are doing a large trade, which is due, as it always is, to effective advertising and attractive window-dressing.

A Toronto King street clothing store took fire one night and was saved by the firemen. Investigations led to the arrest of the proprietor and his son. The proprietor is John J. Noel. The insurance was \$10,000, and it was claimed that the stock was worth less than half that amount.

Mr. Blackey, buyer for the haberdashery and furnishing department of John Macdonald & Co., has returned from foreign markets. He says trade is not overly brisk in England, but still is not so bad as some reports would indicate. Mr. Fisher, neckwear buyer for Wyld, Grasett & Darling, has also returned from foreign markets, looking hale and hearty despite a rough voyage.

George Simpson, who has for many years been a resident of this city, died yesterday at his residence on Cook street. He was the eldest son of the late Sir George Simpson, who years ago, as governor of the Hudson's Bay Company, held sway in Manitoba long before the Northwest became part of the Dominion, and it was in that part of the country that the late Mr. Simpson was born, sixty-eight years ago. He leaves a widow and several grown-up children.—Victoria Colonist.

Phillip Jamieson, a leading retail clothier in Toronto, has just returned home from a business trip to Great Britain and the continent, after visiting the largest cities and manufacturing centres of England, Ireland and Scotland. Mr. Jamieson said the times were never so hard in England as at present. "Imagine," said he, "one hundred and thirty mills closed down in Huddersfield alone. This is but a single instance of the depression felt, more especially in the manufacturing districts."

The merchants who represented the Boards of Trade at Ottawa at the recent conference concerning insolvency were: Toronto Board of Trade—Hugh Blain, president; F. Wyld, C. Cockshutt, J. Short McMaster, D. E. Thomson, A. E. Kemp, C. Arnoldi, E. A. Wills. Hamilton—H. N. Kittson, president, and John Knox. London—John Baird, president, and George C. Gibbons. Montreal—Jas. A. Cantlie, C. F. Smith, J. D. Rolland, E. B. Greenshields, A. L. Kent, Thos. J. Drummond. French Chamber of Commerce—Messrs. Laporte, G. Boivin, Charles Desmarteau, Alph Ammond, C. H. Catelli, La Matche. Quebec—Mr. Thos. Brodie, president; Judge Irvine, V. Chateauvert, Ed. Dupre, E. B. Garneau.

Hiram Silverman, a merchant and general storekeeper, of Webbwood, Ont., was arrested in Sudbury on April 12th, charged with defrauding Edward Ross out of \$457 worth of goods. It is charged that his frauds will reach \$8,000 or \$9,000. Among the firms interested are Matthews, Towers & Co., \$1,167; Friedman Bros., \$800; M. Vineberg & Co., \$600; A. Jacobs, \$400; Montreal Waterproof Co., \$150; Lyons Silverman, \$280; Fogarty Bros., \$200, and Coleman & Co., \$300. Silverman's scheme when he came to Montreal for goods was, it is alleged, to represent that he had lots of property, and the goods were sent on. When the time came for payment there was no money, and on investigation it was found that his property was in his wife's name, and that he had given a chattel mortgage to his brother for all the stock in the store.

LISTER & CO.

(LIMITED)

Manningham Mills**BRADFORD, - - - ENGLAND**

(Paid up Capital, \$10,000,000)

*Are the Largest and most Reliable
Makers of Pile Fabrics
in the World.*

Lister's 18 inch Silk Velvets

*Are the best for finish. No Dry Goods Store
should be without them.*

Lister's Antique Velvets and Velour du Nord

24 and 32 inch for Mantles.

**To be had of all Leading Dry Goods and Millinery
Wholesale Houses.**

SOLE AGENTS FOR THE DOMINION:

H. L. SMYTH & CO., Montreal and Toronto**T.B.**

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM**ASK FOR THEM****WEAR THEM****A Big Difference**

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

**For sale by the leading Wholesale Houses
throughout the Dominion.**

COLLARS...

IN ALL STYLES

85 Cts. a Dozen**BALBRIGGAN UNDERWEAR****Plain or French Neck Finish****Can Offer Special Inducements**

Natural Wool Underwear, Ribbed Skirt	..\$7.50 dozen
Underwear in three shades, to retail at	.. 0.25 each
Can improve on usual prices of stripes to retail at	.. 0.50
Hernsdorf Black Half Hose, full finish, from	.. 1.25 up
Black Lisle (Hernsdorf) at	.. 2.25

TAN SHADES A SPECIALTY

Second Importation Summer Neckwear now in
Endless Variety in Cotton Ties
Alpaca Umbrellas at \$5.50 and \$7.50
Our Leader in Silk Umbrellas at \$12.00

WRITE FOR SAMPLES

GLOVER & BRAIS

184 McGill Street, MONTREAL

WINDOW DRESSING.



WINDOW dressing is one of the subjects which is always interesting to retailers—or at least should be. No town is so small that the attractive window does not attract, no town so mean as to ignore enterprise. Even if nothing is sold directly in a small town, the meanest looking customer likes a well-dressed, inviting store to enter to buy a spool of thread, a pair of cowhide boots for “Mary Ann,” or a half-pound of tobacco for “Jim.” In the larger towns, plate-glass windows, regularly and carefully dressed with the latest goods bearing price tickets, are investments which bring returns. They are as indispensable as advertisements.

INTERIOR DECORATIONS.

In addition to window dressing, the store window should be arranged just as attractively, and neatly decorated in all its departments. Everything must have its place, and a place must be occupied by the proper article. The best arrangement for a general merchandise, if space will permit, is to show the goods only in their various departments, and not resort to a mixed display throughout the store.

Handkerchiefs you can sell, if you will only display the many styles and patterns. In the centre of the store secure a rod or pole, suspended from the ceiling. From this pole run stout cord down to each side of shelving, similar to an angle. You can then pin on your handkerchiefs by inserting a pin through the cord.

A mere glance is enough to catch all the beauty in that display.

If you want to show colored silks, bunch a number of patterns, secured to staple in ceiling right in the centre of store, having all of the colors tastefully combined, and allow the folds to fall in a cornucopia arrangement, placed on the counters on each side of store. This cornucopia arrangement is simply an upright, having a base for support and a hoop nailed to the top, covered over with cambric. By its use it is not affected by goods strewn over the counter, and to a great extent enables the salesman to display the folds to a lady, whose choice may be determined by the artistic display.

Hosiery may be built up in huge pyramids on the hosiery counter. Here and there, all over this somewhat pyramidal pile, are loose pairs of hose, inviting inspection, with neatly printed cards giving prices. A pyramid may be placed on each end of counter, with a fixture on top displaying the better qualities.

PARASOL WINDOW.

To make a good parasol window the background and sides should be lined with China silk or yellow serge. This will make the contrast strong. Extemporize a rack, if you don't happen to have one, and fill it with parasols closed. Then open two or three and place them on the floor with the handles toward the window. You can suspend one or two open from the ceiling, too, with good effect, allowing them to hang down low enough that the inside can be seen.

HAT WINDOW.

Hats can be shown very nicely by placing two upright fixtures in your window, about a foot back from the glass, and arranging on these a tier of ten or fifteen shelves, six or eight

inches apart, on which the hats are thickly placed. The shelves, to present a good appearance, should be as long as the full width of the window. In the band of each hat a card may be placed giving price or style or both. For a display like this a white background is the best, as hats are usually dark.

SELECTING COLORS.

Expert window trimmers are very careful in selecting the colors they put into a display. Especially is this true in the case of dress goods. It frequently takes more time to find colors that will blend well than it does to trim the window.

When the trimmer selects his goods he goes to the head of the department and they work together. They place different colors side by side and hold them at different angles with the eye in order to get all the effects. This is kept up until a suitable number is found for the display.

To show goods to the best advantage in colors is a fine art, and is practised as ardently by clerks as by window trimmers.

CLOTHING DISPLAYS.

One unique method for an attractive display of clothing is to use a crescent. It can be erected near the centre of the window, the size varying, of course, with the size of your window. To make the reality harmonize with the idea the crescent should be covered with red cloth with a white star near one point. Suits may be fastened upon it in any way you desire, so they do not obscure the form of the crescent. Boys' and children's suits may be placed near the point.

Another effective display is made with a large semi-circle with the diameter almost equal to the width of your window.

If the margin is two or three feet wide, say, you can show the full length of a coat by fastening it on obliquely. Beneath the arch place a bank of flowers, make your background of some fresh color, and you will have a handsome window.

A SELLER OF KID GLOVES.

The office of THE DRY GOODS REVIEW was invaded one day last month by a genial seller of kid gloves. It was W. B. Foster, of the kid glove department of Thouret, Fitzgibbon & Co., Montreal. He was on his western trip, and reported a fairly active market for gloves. The market had been seriously upset by some dubious customs' entries, but the customs investigation now going on was expected to put all firms on an equal footing. Mr. Foster said that the lines of gloves shown by them this season would give better satisfaction to wearers than any other lines on the market, and for this reason dealers were finding it necessary to carry complete stocks of their lines.

THE HEALTH BRAND.

The Montreal Silk Mills Company express their satisfaction at the pleasant reception they are meeting with from the retail dry goods trade of Canada, and the kindly interest which the dealers are taking in their endeavor to make a success of their bold step.

All those who handle the goods seem to appreciate the benefits to be derived from the extensive advertising which will be given to this well-known specialty, “The Health Brand” of underwear, during the coming fall, and are willingly taking the trouble necessary to become direct participators in it.



¾ size fac-simile of package.

BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.

When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.

84 ADAMS ST., CHICAGO

F. W. HUDSON & CO., Sole Agents, TORONTO.

BUY . . .

The goods that will give you the best value for the
money. Do this in every line, but more especially in
such goods as Men's, Boys' and Youths'

BRACES

This you can do by purchasing from C. N. Vroom, St.
Stephen, New Brunswick. His goods are made with the
greatest care as to quality of material and workmanship.
When you buy as here indicated you will have something
that will

SELL.

THE BEST
IS THE CHEAPEST



The Best . . .

**SILK CORDS,
BARREL BUTTONS,
TASSELS, Etc.,**

In the market, bear this Trade
Mark on every box.

If You Want Suspenders

Or anything in the way of Elastic Webbing, Braids, Cords, etc., order
from the only firm in Canada manufacturing these goods from the raw
material. You are sure of getting new stock and best quality by ordering
direct from .

TORONTO FRINGE & TASSEL CO.

Any quality and design made to order.

19 Front West, TORONTO

To our Customers.

We are buying.

What do you want?

We don't know everything.

MATTHEWS, TOWERS & CO.

WHOLESALE MEN'S FURNISHINGS,

7 Victoria Square,

MONTREAL.

JUNG & SIMONS

Manufacturers

BLACK AND COLORED ITALIAN CLOTHS

FINEST GERMAN MAKE

SOLE AGENTS:

Dieckerhoff, Raffloer & Co.

New York, Barmen, Paris.

CANADIAN OFFICE:

22 Wellington St. West, Toronto

Sold only to the wholesale trade.

PERRIN'S
PERRIN'S
PERRIN'S

PERRIN FRERES et CIE.

GLOVES

7 Victoria Square, Corner St. James St.,

MONTREAL.

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.



DO YOU STOCK THEM?

"Maltese Cross"
BRAND **Mackintoshes.**

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

MANUFACTURED SOLELY BY . . .

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO.

THE PITFALLS OF THE RETAIL TRADE.

AN "HONORABLE MENTION" ESSAY, BY N. HOCKIN, FORMERLY
OF PORT HOPE.

THAT there are hidden and unknown dangers existing, and besetting the retailer of to-day, must be conceded by all thinking and observing men.

If it be true that more than 90 per cent. of those who enter mercantile life—many of them with bright and sanguine hopes of becoming successful business men, or, perhaps, attaining to the proud position of merchant princes—sooner or later discover their mistaken aspirations, and utterly fail to even lay a solid foundation upon which to rear a permanent business structure, but one by one disappear from the ranks of the thousands struggling for wealth and position. Now, there certainly must be difficulties, dangers and pitfalls, unknown, unseen and unexpected by the huge majority of our fellows who fall by the way, and whose names, instead of being found upon the roll of honor, are only inscribed upon the list of mercantile failures.

For the average but uninitiated young man, the life of a merchant has many attractions. He is usually dressed in "purple and fine linen," lives in good style, fares sumptuously every day, figures away up in "G" in society. His work is easy, and considered to be highly respectable. Brains, skill, or training are not supposed to be at all necessary in the make-up of a man capable or competent to run a store.

So the farmer's son, who has grown tired of the humdrum and monotonous life on the old homestead, joins his comrade, the blacksmith's son, who has also become dissatisfied with the dirt and toil at the forge, and these two decide to become merchants, and carve out for themselves fame and fortune that will be the envy of their slower and more plodding companions.

To the young man's share of the farm is added the hard earned savings of the mechanic, and the new firm of Smith & Jones make their debut on the field of mercantile glory with flying colors and trumpet blast, in double-column advertisements proclaiming themselves as merchants of the latest cut and design, who intend capturing the entire trade of the community by their wonderful skill in being able to buy better and sell cheaper than any other house on that part of the earth.

With a capital of a few hundreds, several thousand dollars' worth of goods have been bought on credit—and the play begins.

Leading articles, already sold below paying rates, are cut a little closer; as baits, many lines are sold below what they cost, and wonderful and astonishing bargains are to be had at the new store. Like the new broom, the new store sweeps everything before it for a time, but, unfortunately, the gilt is soon off the gingerbread, the bargain lines quickly run out, drafts and bills payable begin to mature, expenses have eaten up most of the cash receipts, a little more capital is secured from confidential friends—the evil day is but postponed, for the bubble soon bursts, and this new and brilliant firm of merchants suddenly goes down, sadder but wiser men, into the pitfall of ignorant delusion.

That there are pitfalls in the way of the retailer all admit. Where are they to be found? What are they? How can they be detected and avoided is to be the object of this paper to explain.

NO. 1—LACK OF TRAINING.

Perhaps one of the most dangerous pitfalls, and at the present time most frequently met with, is lack of training. In days gone by, when merchants were not to be found ready-made, the young man entering mercantile life was compelled to serve from five to seven long years, and was under bond to keep his engagement and serve the full time. The discipline was exceedingly strict and rigidly enforced, the training in every department was severe and thorough, with the result that when the young man's time was out he was a competent and well-trained merchant's clerk, fully prepared to take a position in any leading city house, from which, with extended experience and sufficient capital, he was fitted to go into business on his own account.

To-day, in Canada, in a majority of cases the training is very superficial. Life here is too rapid for our young men to spend more than a few months in acquiring a knowledge of any business, especially such a simple trade as that of keeping store. Important factors in the make-up of a successful and intelligent merchant—such as stock-keeping, a knowledge of qualities and values, trained skill in colors and designs, etc.—are generally overlooked. The one great qualification in merchants' clerks to-day appears to be "ability to sell." A young man may be an excellent salesman, but without a thorough training in all departments, thus securing a proper knowledge of his business, he will not likely prove a successful merchant when he attempts to conduct a business for himself.

NO. 2—LACK OF CAPITAL.

Next in importance to a proper business training is the possession of ample capital. Competition for trade is now so keen, and profits so exceedingly slim, that the trader who is not in a position to get inside quotations, take his discounts on prepayments, and make his purchases at the fountain head, is badly handicapped—in fact, he is not in the race. Buying on credit, renewals, and compound interest soon produce low mercantile rating, limited credit, with certain failure in the near future. Going into business without sufficient capital is a delusion and a snare. Of the many who attempt it, those who succeed are few and far between; the greater number fail to extricate themselves from the pitfall of lack of capital.

NO. 3—OVER-CROWDED TERRITORY.

Competition is said to be the life of trade. The axiom may be correct up to a certain point, beyond which it may become the opposite and prove to be the death of the trader. A man may be thoroughly trained and have ample capital, and yet his venture in business may be entirely unsuccessful. Blood cannot be drawn from a turnip. Trade cannot be secured where trade does not exist. The population of a community can absorb but a given quantity of goods. If the trade of the village or town is already cut up and so competed for that existing merchants barely succeed, how will it be possible for a new establishment to secure a paying trade, without forcing out the old firms or finding themselves entrapped and destroyed in the pitfall of an overcrowded territory?

NO. 4—OVER-BUYING.

In these days of telephonic communication, rapid locomotion and cheap fares it is not necessary for the merchant retailer, as it might have been thirty years ago, to purchase six months' supplies in advance, nor carry heavy reserve stocks upon which interest has to be paid. The wholesale trade now keep stocks

TO THE CLOTHING TRADE ALLAN LINE

MANUFACTURERS
OF THE . . .

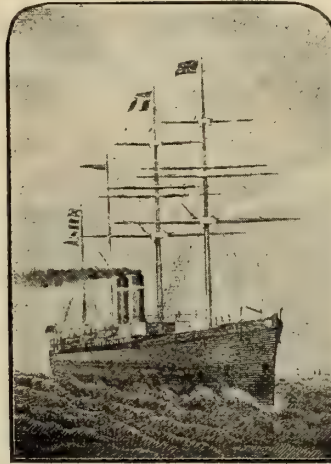
\$1 BOYS' SUIT.

WRITE FOR SAMPLES.

CLAYTON & SONS,

Halifax, N. S.

ROYAL MAIL STEAMSHIPS



Liverpool, Londonderry

and Montreal Mail Service.

STEAMSHIPS.	From Montreal	From Quebec
PARISIAN	19 May	20 May
MONGOLIAN	26 "	27 "
*NUMIDIAN	2 June	
SARDINIAN	9 "	10 June
*LAURENTIAN	16 "	
PARISIAN	23 "	24 June
MONGOLIAN	30 "	1 July

And weekly thereafter.

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are despatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a * will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE:**—Cabin, \$50 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 and \$35 single, \$65 return. Steerage to or from Liverpool, London, Glasgow, Belfast, or Londonderry, \$24. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

H. & A. ALLAN, Gen. Agents, Montreal.

or H. C. BOURLIER, 1 King St., Toronto.

GERMAN ARTISTIC WEAVING CO.

WOVEN LABELS, NIGHT-SHIRT TRIMMINGS, INITIALS, ETC.

TRADE

Eureka

MARK

A

Marshall Field & Co.

CHICAGO.

S.

FROM F. COOPER'S

GOLDEN SHIRT FACTORY

TORONTO

37

15½

Thayer, McNeil Hodgkins

Boston

TRADE

Monarch

MARK

Baskel & Baskel

20 WEST 23RD ST

NEW YORK

WOOLF BROS.

MAKERS

KANSAS CITY.

Stern Brothers,

New York.

Custom Made.

120 FRANKLIN STREET, NEW YORK. ALL ORDERS.

98 MARKT STR.,
CREFELD.

24 EDMUND PLACE,
LONDON, E. C.

8 FAUB'G POISSONNIERE,
PARIS.

well assorted all the year round, and they should be allowed to carry the reserves. Many a clever dry goods man has been lost in this pitfall by allowing his ambition and pride to run away with his good judgment, just because he would have as big a stock and as great an assortment as his wealthy competitor. At the end of the season he finds himself over-stocked, has to renew some of his paper and resort to a great clearing sale to raise the needful, which, if continued, will surely lead the man rapidly down, until he is overwhelmingly lost in the pitfall of over-buying.

NO. 5 LACK OF PROPER BOOKKEEPING.

Practical bookkeepers, or men trained only in office routine, do not as a rule make successful retailers, but a knowledge of a proper system of keeping accounts, with regular stock-taking and balance sheet, is fully as valuable and just as indispensable to a careful and judicious retailer as a ship's compass is to the mariner sailing unknown seas. The retailer who chalks his bills payable upon the wall, keeps his accounts in his head, carries his cash in his breeches pocket, and guesses at the size of his stock, is very apt to spend more than his profits, and some fine morning will be surprised to find himself in a hole without any information as to what caused his downfall.

NO. 6—LACK OF DETAILED SUPERVISION.

We have here perhaps the greatest difficulty besetting the average retailer. "Great errors may arise from carelessness in little things"; "Little grains make up the terrible quicksand." In many of the big stores of to-day system has been brought almost to perfection. Yet with all their modern improvements, including every conceivable check that thought, skill, and experience can suggest, leakages do occur, and the most perfect system is now and again proven faulty. In the smaller and average store the same costly machinery and departmental management and supervision cannot be utilized, consequently the entire responsibility of a detailed oversight falls upon the merchant himself. It is here that "eternal vigilance" is necessary. In the first place, it is imperative that the merchant be present at his place of business during business hours. Many of his customers deal with him for personal reasons, and they are anxious that he shall see them making purchases. A man that is continually out "will soon find his business going to the dogs." A thousand and one things claim his personal attention. Judicious advertising, using the best space in the best papers, is a very indispensable duty, but which is undervalued and misunderstood by many a retailer. Insurance against loss by fire must not for a moment be postponed, looking after the prompt rendering and collection of accounts, saying a polite NO to applications for credit from doubtful payers, prompt attention to every obligation and engagement whether small or great, are a few of the multitude of matters claiming constant attention. Notwithstanding strict personal application to business, there is trouble and disappointment. Year after year, when stock has been taken and the balance struck, expectations are not realized. The turn-over has been satisfactory, expenses have been kept as low as efficiency would permit, yet net profits are disappointing, consequently there must have been leakages somewhere. Their detection and stoppage is the merchant's difficult task and causes him much worry and perplexity. "Much water runs by while the miller sleeps," but the miller must sleep all the same, and in spite of the retailer's care and watchfulness there will be waste almost impossible to detect. Over-weight, over-measure, cutting prices on the sly, neglecting to charge

goods sold on credit, are a few of the prominent pitfalls to which the retailer is liable to be continually tumbling into, and how to avoid them the writer declareth not.

NO. 7—LACK OF ECONOMY.

"One expense leads to another." Extravagant business, personal or domestic habits have caused the downfall of many a hard-working and otherwise successful retailer. This besetment is perhaps more dangerous to the fairly prosperous man than to those who have a perpetual fight for life. Many of our young men, instead of putting into practice the frugal and thrifty habits of their fathers in their younger days, must begin where their sires left off. The "old man's" experience and advice frequently go for naught. Social position, with its extravagant demands, must be maintained regardless of results. A lack of courage here has proven in hundreds of cases a broad, deep, and destructive pitfall.

"Prosperity's right hand is industry and her left hand is fragility."
THE DEACON.

Robert Flaws

MANUFACTURERS' AGENT.

Representing English, German, French, Swiss, United States, and Canadian Manufacturers.

72 BAY ST., TORONTO.

.. DO YOU WANT ..

Stair Carpet Plates, Vestibule Rings, Drapery Pins, Shade Pulls, etc.

H. M. FLOCK & CO.

WE MAKE THEM

Manufacturers of Cast and Pressed Brass Specialties,

ELECTRO PLATERS.

73 Adelaide St. West, Toronto, Ont.

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RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

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Gold Medalist Dyers

All kinds of Dry Goods in the piece RE-DYED, FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

Superior Garment Dyeing and Cleaning in all its branches. French Cleaning

BRITISH AMERICAN DYEING COMPANY

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Managing Partner.

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Successors to

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Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.

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Send for Color Book
and Price List. . . .

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HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN CARPETS

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HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER CARPETS

The Maple Leaf Brand

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KENSINGTON ART SQUARES
IN ALL SIZES
INGRAIN CARPETS
IN ALL QUALITIES

AXMINSTER SQUARES, RUGS, MATS, BODIES, BORDERS, STAIRS

Received the only medal for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893

TORONTO CARPET MFG CO. LTD.

BOOKS FOR RETAILERS

Pitfalls Of the Dry Goods Trade

Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

PRICE, 10 CENTS.

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In neat booklet form. Prize-winning essays on the above subject, written by retailers who have made the buying, handling and selling of teas a special study. Postage prepaid.

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THE DRY GOODS REVIEW
TORONTO

The Worsted and Braid Co.

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(WHOLESALE ONLY)

Solicit Trial Orders for any and



All kinds of Boot and Shoe Laces
Dress, Corset and Stay Laces
Cords of All Sizes and Kinds
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The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

THE WORSTED AND BRAID CO., Limited,
TORONTO JUNCTION

Established 1792



KNOX'S

Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR

.. Evenness and Strength ..

IN USE FOR THE BY THE
PAST 100 YEARS

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE
NO OTHER

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned;

Robinson, Little & Co., London
W. R. Brock & Co., Toronto
Samson, Kennedy & Co., Toronto
Caldecott, Burton & Spence, Toronto
Knox, Morgan & Co., Hamilton
R. J. Whitla & Co., Winnipeg
S. Greenshields, Son & Co., Montreal
Jas. Johnston & Co., Montreal
Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

WOOLENS AND
TAILORS' TRIMMINGS

John Fisher, Son & Co.,

Balmoral Buildings,
Montreal,
Canada.

Huddersfield,
England.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."
THOMSON'S
ENGLISH MADE,
Glove-Fitting, Long Waisted, TRADE MARK.
CORSETS At Popular Prices.

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

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for the Whole-
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Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

CANADIAN COLORED OTTON MILLS CO. **1894**

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

— **NOW READY** —

See Samples in Whole-
sale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

Show Cases, Amberg Letter Files,
Cashier Cash Registers, Mantels,
Pulpits, Church Chairs, Lodge
Furniture and Library Furniture.

Large stock must be closed out at Manufacturers' Cost.
Giving up Manufacturing these lines.

GEO. F. BOSTWICK
24 WEST FRONT STREET, TORONTO, ONT.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

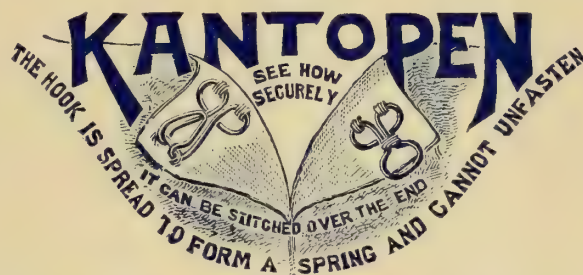
Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



The shank is spread to securely hold the stitch, and the
edge of the garment over the hook—no other hook does.

THE CANADIAN NEEDLE CO.

Office and Sample Room, 15 Victoria Square, MONTREAL.

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



WE ARE PRE-EMINENTLY THE PRINT HOUSE OF THE DOMINION

John Macdonald
& CO. TO THE TRADE

EARLY SUMMER PRINTS

Daily shipments received in every department for the early summer and assorting trade.

IN . . .

Our	The	Bought
Famous	Very	By
Wide	Latest	An
Cloth	Designs	Expert

Filling Letter Orders a Specialty.
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*Dry Goods, Woollens, Carpets,
Gents' Furnishings
and Haberdashery. . . .*

John Macdonald & Co.

Wellington and Front
Streets East,

TORONTO

We Figure this Way

THE more Dry Goods Merchants and Milliners know about us and the different kinds of goods we are Dyeing, Finishing and putting up every day, the more trade we will get. That is the reason why we like you to correspond with us and ask for our wholesale quotations.

**All Wool and Union
Dress Goods**

Dyed and Finished, guaranteeing no shrinkage in the width.

Ostrich Plumes

Cleaned, Dyed and Curled in the latest styles.

Soft Silks and Union Ribbons

Dyed, Finished and Re-Blocked.

**Mohair, Military and
Serpentine Braids**

Dyed and Made Up.

Works and Head Office

787 to 791 YONGE ST.

TELEPHONE 3037 AND 3640.

R. PARKER & CO.

DYERS AND FINISHERS

Toronto, Ont.

THIS ISSUE

The Revised Tariff in Detail.
Arbitration in Ontario.
Two More Prize Essays.

1894
*THE CANADIAN
DRY GOODS REVIEW.*

HATS

CAPS & FURS.

JUNE

MILLINERY
& CLOTHING.



TO
OUR
FRIENDS

IN THE TRADE

You are doubtless aware that we have had a fire, and we think it best to advise you that—despite the unavoidable delay—we expect to deliver all orders received to date, in ample time for the Fall trade.

The Montreal Silk Mills Co.

LIMITED

MONTREAL

PUBLISHED BY
THE J.B. MACLEAN PUBLISHING CO. LTD.
TRADE JOURNAL PUBLISHERS
TORONTO, ONT.

HERCULES
SUSPENDERS
WARRANTED
TWO YEARS

MOST PROFIT
TO THE
DEALER

BEST SATISFACTION
TO THE
WEARER

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.



PERFECT
SHAPE.



Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

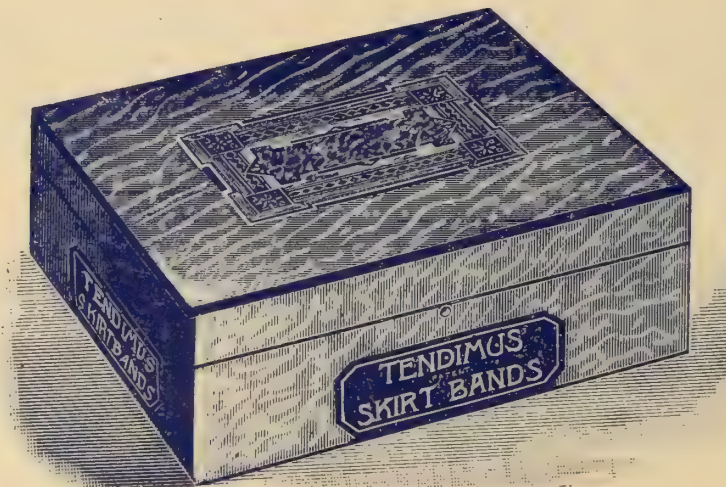
HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING

Six Dozen

WITHOUT

Extra Charge



Also in 3 doz.
Strong Cloth
Stock Boxes.

And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

BEE HIVE
WOOLS.

Beehive
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
3 PLY 51

BEE HIVE WOOLS

J. & J. BALDWIN
MANUFACTURERS

BEE HIVE
SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

CLARK BRIDGE MILLS, HALIFAX.

The Ring Scarf S. Greenshields Son & Co.

Is having a run
with us now...

We are showing
it in New

Light and Dark
Fancy Silks

Also

Fancy
Hop-Sack
Braids

IN WASHABLE FABRICS
all at popular prices.

Special attention paid
to letter orders.



E. & S. CURRIE

64 Bay Street, - - TORONTO

GENERAL DRY GOODS MERCHANTS
MONTREAL.

SPECIAL VALUE IN

Canadian Prints

We have just made a large clearing
purchase of the two leading cloths from
the Magog Mills, which we offer below
manufacturers' prices.

SEND FOR SAMPLES.

Thouret, Fitzgibbon

& Co.

MONTREAL

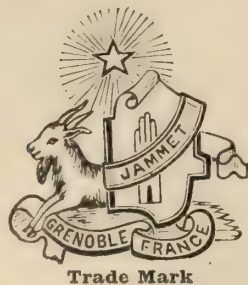
Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Orders
for
Sample
Packages
Solicited.



Trade Mark

La Chartreuse
Laced

Andree . .
Button

SPECIALTIES.

NO OLD STOCK CARRIED.

The Worsted Weaving Co.

BRADFORD, ENG.

Being the Sole Manufacturers of the Celebrated

"Chain Warp" Serges

We can offer exceptional values, and in-
vite the correspondence of the trade.
This serge is "par excellence," the thing
for summer and winter wear, and is
guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies'
and gentlemen's wear.

Our travelers, who are now on the road
with fall samples, will show you these
goods with our assortment for the season.

Fresh Goods Blacks

In Summer Shades.

In Monthly Shipments.

54 Bay Street,
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Geo. H. Wilson,
Manager.

Importation Not in It

WE are the only Canadian firm
which can stand its ground
with English and American houses
in the higher grades of

Down Quilts And Cushions

A GREAT many dry goods firms have recently given up importing their silk and sateen Quilts and Cushions, as they get better value and can order in smaller quantities from us than they can do abroad, besides saving a considerable amount of Government duty.

Our Mail Department is all but perfect and we make it a point to insure prompt delivery for the smallest as well as for large orders.

Full Line of
Samples Cheerfully Forwarded
On Approval

AT OUR EXPENSE

The Alaska Feather & Down Co.

SUCCESSORS TO (LIMITED)

McINTOSH, WILLIAMS & COMPANY

10 St. Sacramento Street

MONTREAL

EMPIRE CARPET WORKS...

St. Catharines
ONTARIO

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

Will call or forward samples on application.

JAMES H. ETHERINGTON
PROPRIETOR

St. Catharines



TORONTO

W. R. BROCK & CO.

Fall 1894

Our travelers are now on their various routes with complete ranges of samples from all departments. We were never more confident of giving satisfaction to all who may honor us with orders, and ask for at least an inspection of our Samples, feeling sure it will prove to be of mutual advantage.

Present Trade

Seasonable and scarce goods in every department, as well as regular Staple lines. Our reputation as **THE** assorting house of the Dominion is maintained. We **guarantee** prompt shipment of all goods ordered for immediate use.

Silk Moire Crepes, Moire Antique, Moire Francaise, and a large range of novelties in Fancy Silks, Tally-Ho Costume Ducks, odd lots of high class Dress Goods, (only a few pieces to a range) clearing out, extraordinary value, to retail at 25c., Beaded Gimp Trimmings, Serpentine Braids, London Novelties in Parasols, Baby Ribbons in Moire, Faille and Satin, Butter Point Venise Laces. Etc.

W. R. BROCK & CO.

TORONTO



TORONTO

Caldecott, Burton & Spence.

For the Month of June OUR SPECIALTIES will be the following

Seasonable Goods

Muslins in Swiss Spots, Lace Stripes, Checks, Victoria Lawns, etc.

Parasols in Cream, Black, Brown and Lace. Choice Handles, latest styles.

Trimmings in Jet Edgings, Insertions, Serpentine Braids, Mohairs and Gimps in every shade.

Ribbons—Plain Faille, Satin and Moire in all fashionable shades.

Dress Materials—Full range in Serges in Black, Navy, Cream and Browns

Besides a grand range of **Summer Hosiery, Gloves and Underwear.**

To do Trade Stocks Must be Kept Assorted

CALDECOTT, BURTON & SPENCE

.... TORONTO

CANADIAN DRY GOODS REVIEW

VOL. IV.

TORONTO AND MONTREAL, JUNE, 1894.

No. 6.

THE J. B. McLEAN PUBLISHING CO.,
LIMITED.

Trade Journal Publishers.

AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

J. B. McLEAN,
PRESIDENT.

HUGH G. McLEAN,
SEC.-TREAS.

SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

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CHICAGO—60 Wabash Avenue.

EDW. S. MACKENZIE.

LONDON, ENG.—Canadian Government Offices,
17 Victoria St., London, S.W.

R. HARGREAVES.

JOHN CAMERON, General Subscription Agent.

BUYING FOR FALL.

BEFORE this reaches the hands of our readers every retailer will have commenced to place his orders for fall delivery. In doing so, he has no doubt carefully estimated the probable extent of his business in the autumn, and on this estimation has decided what and how much he shall buy.

So far most retailers have bought very sparingly, and placed orders rather under what were placed at this season last year. The wisdom of this cannot be doubted. The world is just now suffering from a great business depression, the effect of which is apparent in every nation that has a foreign commerce. This wave of business depression began last year and flowed with great force through the United States during the last six months of 1893. Canada felt little of it then, but is now learning the strength of the back-wash.

The price of silver, wheat, cotton, wool and cattle is very low; the price of gold is very high. Something must soon be done to prevent the producing classes from getting less and less

for their labor, and the capitalists from getting more and more for their capital. During the past twenty-five years the creditor classes have doubled their wealth. For example: A man who had \$3,000 owing him in 1875 could purchase 1,000 bushels of wheat with it; that amount now owing to him would purchase nearly 2,000 bushels of wheat; in other words his capital, measured in wheat, is twice as great as it was then. If he got 5 per cent. interest for the 20 years on it, he would have trebled his capital.

Let us see how the producer has been robbed. A farmer with a \$3,000 mortgage on his farm, in 1875, could have paid it off with 3,000 bushels of wheat; now he must grow 6,000 bushels to pay the same debt.

These are instances to show that human wisdom has not yet devised a method to prevent the working of the rule that "to him that hath, shall be given; and from him that hath not, shall be taken away, even that which he hath." Truly, the men who live in 1894 will think that the men of 1894 were genuine idiots.

The producing classes are getting less for their labor, hence they can buy less. The retailer can see around him, every day, the evidences of these facts, and must buy accordingly.

There is another thing which affects trade now-a-days, and that is the quickness and rapidity of the changes in fashion. This requires dealers to carry only small stocks, and to replenish them often, according to the needs of their trade. The dealer in a 3,000 town, with \$25,000 worth of stock, often does a less profitable trade than the man with \$10,000 worth. The worst feature of the dry goods trade may not be too heavy stocks, but it is one of the worst, and one which must be carefully guarded against.

That next fall's trade will not be a voluminous one is shown by the fact that wholesalers are reducing their stocks and limiting their purchases. The retailer who does the same is not likely to figure in the Bankrupt Court during 1894.

CLOSES JULY FIRST.

Our second Prize Essay Competition closes on July First. Already a few essays have been received, and the number promises to be nearly double that of the first competition. The task of judging will thus be a heavy one, but we hope that the prizes—first prize, \$15; second prize, \$10; third prize, \$5—will fall to worthy essays which will be meaty with ideas for retailers. In view of the large number of essays received and to be received, it will be impossible to announce the winners in the July issue. This will be a feature of the August issue of THE REVIEW, which will be issued near the first of that month, and will contain the First Prize Essay.

VARIOUS TOPICS.



CONNECTIONS by steamship lines are rapidly being extended and multiplied until Canada has direct communication with nearly all the important cosmopolitan markets. The British lines have been strengthened by a direct line from Dublin to Montreal. The Australian line is growing more important. The communication between the Maritime Provinces has been improved by additional ships. Everything considered; Canada is laying a solid foundation for a commercial future which is indeed creditable. The strength of modern nations is their commerce.

* * *

The ordinary terms of credit between jobbers and retailers of dry goods in England is $2\frac{1}{2}$ per cent., 30 days. A recent judicial decision decided that these terms should apply when none were arranged for. In Canada the ordinary terms are 5 per cent., 30 days; and where the goods are dated ahead, the 5 per cent. may be taken off at the end of two or three months. Terms of credit are entirely too long in this country, and the rate of discount too high. A reform is much needed.

* * *

This "post-dating invoices," as the English call it, is another black curse under which Canadian dry goods men, wholesale and retail, have long writhed. Post-dating invoices allows retailers to have goods in stock six to nine months before they need be paid for. The Drapers' Record speaks of a movement to abolish it as follows: "A very salutary movement has been started by the Bradford Chamber of Commerce, the object of which is to establish standard terms of payment for the piece goods trade. Post-dating of invoices and other devices for extending credits have become such a flagrant abuse that they must eventually work their own cure. The Bradford Chamber has sent out to local merchants and manufacturers a circular inviting from them their views on the question. Nearly all the replies condemn the system of post-dating invoices, and declare the worst offenders to be London and Glasgow houses. As to the possibility of taking joint action to secure uniform terms of credit, there seems to be some divergence of opinion. Most of the writers, however, express their willingness to attend a conference on the subject, and the preliminary arrangements are now being made. It is by no means an easy task the Bradford Chamber has taken in hand; but, if prosecuted with energy and discretion, something may be made of it. We fear that the millennium is still too far off for all the wholesale houses in this country to be able to co-operate thoroughly on this or any other question, but if the largest and most respectable of them would set the example, the smaller ones might by-and-bye follow them."

* * *

Canadians around Quebec and Montreal must feel somewhat ashamed of the Customs irregularities which have recently come to light. The arrest of a man accused of smuggling furs into the United States reveals the supposed fact that one of Quebec's leading fur dealers has made a fortune on account of his ability to evade the U. S. Customs officials. Undervaluation of gloves, corsets and other lines have shown that the Canadian Customs have also been falling short of what should

be levied. In another column will be found a recent poem by a leading figure in Canadian literature, which strikes the true string of honesty.

"You've got to make your manhood known,
A walkin' in God's sight,
Till all the world is forced to own
Canadian honor bright."

The standard of business morality in this country stands above that of every other country in the world, and "Canadian honor bright" has been Canada's brilliant and stainless escutcheon. The standard must not be lowered by engaging in the mad and heedless rush for unearned wealth which has characterized our sister nation to the south.

* * *

Montreal has been without a Customs collector for over a year. Montreal is a large city, but the Government of the day is still larger. Montreal is afraid of the Government of the day or they would not suffer from the neglect of the latter to fill the position. The position should be filled, for the irregularities announced during the past year have been numerous, extensive and disgraceful.

* * *

Henry Miles, of Lyman, Sons & Co., Montreal, is very anxious for the Government to establish a Board of Customs as required by the Customs Act. This board would, presumably, be entitled to settle all disputes between importers and appraisers. This is done now by the commissioner, or some such officer. The present system is not satisfactory by any means. The decisions at various ports are still far from uniform, in spite of the fact that Comptroller Wallace has introduced a considerable amount of system. Many of the customs houses are loosely managed. This is shown by the revelations at Montreal during the past year. Toronto has had less publicity, but much secret murmuring is heard. Perhaps the greatest grievance is that of the importers of fruit, who complain that all their profit goes into the stomach or pockets of the employees. There are other points wherein the administration of the customs laws are very low, and Comptroller Wallace should keep up the good work that he has been doing during the past year. Among other things he should teach customs officials civility. The clerks in some of the larger offices are insolent and indolent, and seem to disbelieve in the saying that "if a man must eat, he must work." Instead of giving assistance to persons trying to pass goods, they place stumbling blocks in their way until they have tasted of the importer's generosity with his merchandise or his gold.

* * *

Debtors who have paper maturing and neglect to inform their creditors beforehand when they are unable to meet are doing them a great injustice. Suppose the note has been given to a manufacturer, and by him discounted at the bank. If the day of maturity rolls around and no attention is paid to the note, the bank throws it back on the manufacturer's hands, and looks upon it as a very poor class of paper. At some future date the manufacturer will perhaps want to discount another note on his dealer, but the bank will say: "We do not care to have his paper; he is not good." Now if ten days before maturity the manufacturer would receive a letter setting forth the dealer's circumstances, the first inclination would be, in almost every case, to grant the extension, provided the claim would not be endangered thereby. A new note would be sent to him for signature, and when returned would be endorsed and given to the bank

to replace the other, which would be cancelled and returned to the dealer. The bank could not say the dealer was not good merely because he asked for an extension. Moreover the man who neglects to send such notice to his creditor, and then returns a draft unpaid, loses ground which he cannot recover. The creditor will be afraid of him and will treat him rather gingerly as a result. It is only business courtesy to do this, consequently only men who are not gentlemen neglect it.

* * *

When the following was clipped from an English exchange—The Textile Mercury—it applied nicely to Canada: "It would seem that the world is entering into a new epoch—one of commercial treaty making. Thirty years ago it was doing a similar thing, and entered into many beneficial international engagements, under which civilization made considerable progress. Conflicting forces, however, arose, and in the wave of protectionism which was induced these advantages were nearly all swept away. The consequence has been that for almost twenty years civilized states have been engaged 'protecting' themselves against being overwhelmed with the productions of the labor of their neighbors, overlooking entirely the fact that if these said neighbors brought their goods to them they did so not to give them, but to ask for, something equivalent in exchange. This would simply have created as much demand for labor as it displaced, whilst both sides would have been benefited in a much higher degree by the transaction than by its refusal. After twenty years' experience of this it would seem that the various states are beginning to perceive this truth, and, what is better, to act upon it." Now it does not, for the Government has gone back on its announced measure of tariff reform, and restored many of the compound duties. The tariff reform given may satisfy the manufacturers, but it will not satisfy the merchants and the consumers. Of course it was impossible to satisfy both. The manufacturers, being fewer in number, went to Ottawa, and the tariff gradually rose to near the old level. The merchants and consumers, being more numerous, are waiting at home for a general election. What they will do then will be a chapter of future history.

* * *

The New York Economist—perhaps the greatest dry goods paper on earth—has the following paragraph in a recent editorial: "The work of a protective tariff is well exhibited in the condition of the Canadian cotton industry. Fifteen years ago there was one cotton mill in Canada; there are now fifteen cotton factories. Competition from England and this country was kept out by prohibitive duties, but the people did not suffer to any great extent, owing to the competition which existed between the various mills. Recently, however, representatives of the mills got together and formed a trust, agreeing upon one price for the products of all the mills. The consequence is that the Canadian consumer is compelled to pay 10c. per yard for a bleached muslin which in this country sells for 8c. per yard, although labor in Canada is considerably cheaper than in this country. Apparently the only ones who gain by the high tariff on cotton goods are the fifteen mills who form the 'combine.'"

* * *

Judgment was rendered recently in the Quebec Court of Appeals in the case of Lamont vs. Lavergne, confirming the judgment rendered some time ago at Montmagny, by Judge Pelletier, declaring the Provincial tax imposed on the transfer of real estate to be legal. Judgment has also been given in the

Court of Review in the case of Lambe vs. Fortier. In this case Fortier appealed from a decision recently delivered by Mr. Justice Tait, maintaining the constitutionality of the Provincial Tax Law, whereby a tax of \$200 per annum has been imposed upon manufacturers in the Province. The constitutionality of the tax had been challenged on various grounds, the principal of which was that the Provincial Legislature was bound to impose such taxes only as would operate equitably throughout the Province, and that the present law did not satisfy that requirement since it discriminated between traders and manufacturers in Quebec and those in Montreal, in favor of the former. Mr. Justice Jette delivered the decision of the Court of Review, citing numerous authorities. A universal principle of law required absolute equality of taxation; but it was generally admitted that

ABSOLUTE EQUALITY OF TAXATION

was Utopian and impracticable, therefore the legislature could do no more than try to apportion the burden necessary to be imposed for the purpose of raising revenue in such a way as to bear as equally as possible upon all classes and persons. A case should be a very flagrant one to warrant the Courts in interfering to declare void legislation carried in the Legislature within the limits of the prescribed powers of the body. It was true that in the United States the Courts were frequently appealed to to remedy injustices committed by legislators, influenced by popular excitement or other considerations; but under the British Government the sovereignty of Parliament, the body representing the people, was above that of the Courts, when it did not exceed its jurisdiction. The present tax was incontestably within the jurisdiction of the local Parliament. It was a direct tax, and one which the Legislature had power to levy. The judgment of the Superior Court was confirmed.

* * *

The assessment of property in some of our cities is without reason or justification; in fact, it is iniquitously unequal. In many cases the taxes are seven per cent. of the rental, while in many other cases it is thirty per cent. The commercial value of premises is usually best indicated by their rental, and the taxes and rental should bear an almost equal ratio in certain city districts. The Montreal Star quotes some instances in that city:

Properties.	Annual Rental.	Percentage of Rental Paid as Taxes.
383 Champlain street	\$288	8½
85-91 Barre street	720	8½
240-2 St. Dominique street	588	8½
208-10 McGill street	640	31½
2430 St. Catherine street	575	30½
142 Inspector street	775	29

It can be safely said that Canada's various systems of municipal assessment and taxation are rotten—despicably rotten. The rich and the dishonest escape; the honest poor and the honest rich are mulcted for their own share and that of their dishonest neighbors. Merchants, as a rule, bear double their share of taxation simply because they are active business men who do not bury their coin in the ground, but use it to gain other coin, to the benefit of themselves and their country. The man that hides capital to the impoverishment of the country escapes taxation; the man who uses it for the general good is taxed to the uttermost.

* * *

The Quebec merchants are discussing early closing. Ontario has an early closing law which is optional with municipalities; but Quebec has not. In Montreal early closing is the exception,

not the rule; in Toronto early closing is the rule, not the exception. In the latter city each trade in each section of the city decides when each store shall close. The Yonge street grocers, the East End grocers, the West End grocers, each have their rules. Nearly all King street merchants close on Saturday afternoon at one, and on other days at six. Yonge street merchants do the same for the summer months. It is strange that Toronto should taboo the slavery of clerks, and Montreal be anxious to perpetuate it. Let the merchants effect the reform voluntarily, and the education resulting will be better than the constrained feelings resulting from the enforcement of a law. There is no reason why merchants engaged in the same place, in the same class of business, should not act together. Their interests should not be prejudiced by petty, foundationless jealousy which magnifies mole hills into mountains, and even creates ill feeling without reason. The early closing movement is one of the small features of the great social reform agitation of the day, and the people who adopt it are usually those who are in the closest touch with this evolutionary progress. Montreal's great reputation would be endangered were its merchants to refuse to conform to modern customs.

* *

The failure of one of the largest of Montreal's retail dry goods stores will be a warning against cutting of prices—or, at least, should be. The large stores in Canada seem to be anxious to see who can do business on the narrowest margin. One has failed in St. John, N.B. One has failed in Montreal. One will fail in Toronto before long. These large stores are a danger to the well-being of the trade, both wholesale and retail. To the wholesale—because they need a large line of credit; to the retail—because they crush out small stores. The large store is characteristic of the last quarter of the nineteenth century. It may not be of the twentieth century.

* *

They are queer people down in Australia. Victoria is a part of that large island, and it has for many years past been fond of stimulating local industries by what is known as the bounty system, which implies a premium paid to those who lead the way in establishing a new industry. Some years ago, for instance, a bounty of several thousands of pounds was offered to the firm which first produced a specified quantity of tweeds. The offer induced several concerns to order machinery in England, but although the bounty was earned, the woolen industry of the colony has never made much progress. The bounty system, in fact, does not appear to be in as much favor as formerly. At a meeting in Melbourne, on March 15th, of the Free Trade and Democratic Association, a resolution was passed that in the opinion of the council the practice of promising bounties to persons about to engage in new enterprises is open to many objections which are urged against other forms of protection. Still, this desire—laudable, if not too extreme—to encourage home labor rather than foreign is bound to take on some queer forms.

* *

The Dundee (Scotland) jute trade is flatter than home-made pancakes. One factory employing 1,100 hands has just been closed and the owners are bankrupt. The causes are a con-

tracted demand for jute goods and increased competition in the world's markets. Calcutta is manufacturing jute goods for Australia and the United States. German and Australian mills are increasing their output. The American tariff limits profits and the general result is depression and failure. Even Great Britain's "cure-all" free trade cannot keep depression out of the country. That great nation always reminds one of a generous boy giving and giving of his marbles and cake to the other boys, in the hope that he will arouse their generosity and that they will give him some of their luxuries in return. But they won't.

* * *

The Bank of Montreal is the second greatest bank in the world. In it all other banks in Canada make their deposits, and its strength is Canada's strength. The 76th annual report has been published, and the earnings are as follows:

Balance of profit and loss account, 30th April, 1893	\$ 691,425 51
Profits for the year ended 30th April, 1894, after deducting charges of management and making full provision for all bad and doubtful debts, and for rebate on current discounts.	1,313,289 00
	<u>\$2,004,715 33</u>
Dividend 5 per cent. paid 1st December, 1893	\$600,000
Dividend 5 per cent. payable 1st June, 1894	600,000
	<u>\$1,200,000 00</u>
Balance of profit and loss account carried forward.	\$ 804,715 33

The following is the general statement for the year ending April 30th:

LIABILITIES.	
Capital stock	\$12,000,000 00
Reserve	\$ 6,000,000 00
Balance of profits carried forward	804,715 33
	<u>\$6,804,715 33</u>
Unclaimed Dividends	3,510 69
Half-yearly Dividend, payable 1st June, 1894	600,000 00
	<u>7,408,226 02</u>
	<u>\$10,408,226 02</u>
Notes of the Bank in circulation	\$ 4,647,129 00
Deposits not bearing interest	6,579,678 10
Deposits bearing interest	23,222,171 88
Balances due to other Banks in Canada	9,495 92
	<u>34,443,534 00</u>
	<u>\$53,850,760 02</u>

ASSETS.	
Gold and Silver Coin Current	\$ 2,537,903 38
Government Demand Notes	2,783,146 25
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	265,000 00
Due by Agencies of this Bank and other Banks in Foreign Countries	\$3,139,893 13
Due by Agencies of this Bank and other Banks in Great Britain	2,696,018 12
	<u>10,835,911 25</u>
Government Bonds, India Stock, etc.	1,820,600 00
United States Railway Bonds	2,207,000 00
Notes and Cheques of other Banks	995,062 15
	<u>\$21,444,023 03</u>
Bank Premises at Montreal and Branches	600,000 00
Current Loans and Discounts (rebate interest reserved), and other Securities and Assets	\$31,437,103 84
Debts secured by mortgage or otherwise	174,681 68
Overdue Debts not specially secured (loss provided for)	150,052 37
	<u>31,762,737 89</u>
	<u>\$53,850,760 02</u>

We regret that space will not allow us to publish the excellent and instructive addresses of the President and the General Manager.



OCEAN TRANSPORTATION.

ALL branches of commerce are inter-dependent. Together they combine to make the healthy tree; separated they wither and die. Hence all other branches of commerce are interested in seeing the cattle exporters of this country succeed in having Canadian cattle transported to Great Britain at just and moderate rates.

Owing to quarantine regulations, Canadian cattle cannot be shipped through the United States to Europe. Thus the whole export trade is confined to one Canadian port, that of Montreal, the head of ocean steamship navigation. To this one point must come all Canadian cattle intended for the English market, and there be shipped by one or other of the few lines of steamers sailing between that port and Great Britain. Each line has its representative at Montreal, and what is easier than for these representatives to meet weekly, or oftener, and combine as to cattle rates. They have their agents in England, cabling them constantly as to the price of cattle. If it goes up, they put up the freight rates, including rates for cattle already on board. If the price falls, rates do not come down in proportion. If there is a large quantity of cattle at Montreal, the vessel men combine to exact excessive rates. The rate may be \$7 a head, or it may be \$17.50. This uncertainty alone makes cattle buying extremely hazardous, to the great prejudice, in some cases, of the farmer who sells, in others, of the buyer. Why should a legitimate industry be reduced to the level of gambling?

Parliament is the guardian of Canada's prosperity. Here is a chance for it to do the country good by removing the grievances which oppress cattle exporters. The value of the cattle exported in 1890, 91, 92 and 93, was \$29,215,815. This is too much to lose.

CANADIAN BRANDS.

SEVERAL articles on the subject of Canadian Brands have appeared in this journal and have caused much comment among manufacturers and jobbers. The following is from the Trade Review, a paper which, like THE DRY GOODS REVIEW, desires to see Canadian manufacturers assume an attitude more worthy of themselves and more creditable to a free and enlightened community. Here is the article:

THE DRY GOODS REVIEW says: "What Canada needs is a Canadian nomenclature on its manufactures. Canadian honesty is known and bought in other countries, and why shouldn't Canadian goods bring a good price? Much more should they bring a good price at home. Methods must be revolutionized. The manufacturers of cotton and woolen goods must be known as makers of certain classes or brands of goods before the future of that manufacturer is assured." The above is sound common sense. Making goods in Canada to sell as foreign make is a poor business. Every brand that is now valuable to European makers had to be established on its merits after a hard struggle. That policy will have to be pursued here until Canadian brands become recognized as certificates of quality which command sales.

Canada, however, is not alone in making goods that are thought to require a foreign brand to secure public approval and patronage. Our stores are now showing goods as French, bearing French names, which were made in Lancashire! We regard this as a very mistaken policy—it serves no purpose, as the goods would sell as freely as they do under an English name.

But dry goods dealers seem still to retain the old prejudice that there is something especially attractive in a French name for dress goods. At one time English goods, no doubt, were less elegant in design than those of France, but that day is past, and the retail buyers have sense enough and taste enough to select their purchases for their merits, regardless of the above old and now exploded notion, which the trade clings to as some people do to an ancient superstition.

The manufacturers of Sheffield have always taken a bold, independent stand in this respect. The largest firms there had a long fight to secure recognition of, and trust in, their trade-marks or brands. They commenced on a very small scale, made a first-class article, stamped them with their name and mark, and persevered until they compelled the whole world of buyers to recognize their goods on their merits, and to trust their brands as an assurance of such qualities as command sales. Those trade-marks are now of immense value. Canada did so with her cheese, and with success. Canadian cheese to-day would be selling below present prices in England if we had kept on allowing it to be sold as English and sneaking into that market on false pretences. The selling of Canadian goods as foreign made shows a deplorable lack of self-confidence and enterprise. It is fatal to that development of our industries which would reward a more independent course.

WHAT DOES IT MEAN?

A Thursday despatch:

"The Paton woolen mills, at Sherbrooke, have closed down for an indefinite period, throwing 700 employees out of work."

A Sunday despatch:

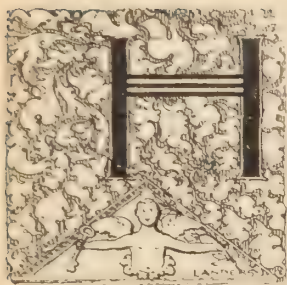
"The Paton woolen mills, of Sherbrooke, Que., will open to-morrow morning, employing their full number of hands."

Between Thursday and Sunday the tariff on woolen goods was changed from 30 per cent. to 5 cents a pound and 25 per cent.



"LIGHTLY TRIPPING. MONTH OF JUNE."

THE TARIFF AS SETTLED.



HOWEVER different persons may view the tariff, it is now beyond the possibility of a change, having passed the House of Commons, and, being a financial measure, cannot be changed by the Senate. The present revision promised, at first, some startling reductions; but the changes announced in the Budget Speech of the last week in March

have been considerably modified, and the old rates—or equivalent rates—obtain. Perhaps the greatest reductions have been in cotton goods and cheap woollens. Most other changes are changes, not reductions. A few are advances—e.g., hosiery and carpets.

The following schedule gives a detailed comparison of the old and the new tariff. In a few cases the rate is not given, the reason being that no interpretation has yet been promulgated showing under what clause the said articles shall be dutiable. This table should be preserved by importers:

OLD TARIFF. NEW TARIFF.
Per cent. Per cent.

Alhambra Cotton Quilts, woven white...	20	25
“ “ “ colored	25	30
Aprons, Cotton or Linen	35	32½
“ Silk	30	32½
Artificial Flowers	25	25
Bags, cotton seamless..... 2c. lb. and	15	} 20
“ “	35	
“ jute, flax, hemp, gunny.....	20	
Baize, green..... 10c. lb. and	20	30
Bead Ornaments	35	35
Bed Comforters	35	32½
Bed Ticking, cotton.... 2c. sq. yd. and	15	30
“ “ linen	20	30
Belts, cotton, non-elastic.....	20	} 30
“ “ elastic	25	
“ “ silk.....	30	
Blankets..... 10c. lb. and	20	5c. lb. and 25
Bonnets, Hats and Caps, n.e.s.....	30	30
Bonnet wire, covered.....	35	30
Braided cords, cotton.....	30	30
Buttons, vegetable ivory or horn.....		
..... 10c. gross and	20	8c. gr. and 20
“ hoof, rubber, vulcanite or com- position..... 5c. gross and	20	4c. gr. and 20
“ n.e.s.	25	20
Cambric, muslins, white.....	25	25
“ “ printed or dyed....	32½	30
Canton Flannel, printed.....	32½	30
Carpet Binding, cotton.....	25	25
Carpets, treble ingrain, three-ply or two- ply, wholly of wool... 10c. sq. yd. and	20	5c. sq. yd. and 25
“ ditto, part cotton, etc.... 5c. sq. yd. and.....	20	3c. sq. yd. and 25
Carpeting, matting and mats, jute and hemp carpet linings and stair pads	25	25
Carpets, Brussels, Tapestry, Dutch Vene- tian and Damask. Carpet Mats and Rugs, Printed Felts and Druggets.	25	30
Carpets, Smyrna Carpets, Mats and Rugs	35	30

OLD TARIFF. NEW TARIFF.
Per cent. Per cent.

Cashmere Mfrs, hemmed... 10c. lb. and	25		32½
“ “ not hemmed... 10c. lb. and	20		32½
“ Dolmans, Jackets... 10c. lb. and	25	5c. lb. and	30
Cheese Cloths..... 1c. sq. yd. and	15		22½
Checked Regattas..... 2c. sq. yd. and	15		30
Cloaks, Jackets, etc., of wool, worsted or alpaca..... 10c. lb. and	25		35
Cloaks, cotton or linen.....	35		32½
“ silk.....	30		32
Cloths, doeskins, cassimeres, tweeds, coatings, overcoatings, cloakings, horse collar cloth, felt cloth of every description, n.e.s., composed wholly or in part of wool, worsted, hair of alpaca goat and other like animals..... 10c. lb. and	20	5c. lb. and	25
Clothing, silk circulars lined with fur...	30		30
“ woolen circulars lined with fur 10c. lb. and	35	5c. lb. and	30
Clothing, ready made, composed wholly or in part of wool, worsted, etc., made up or manufactured wholly or in part..... 10c. lb. and	25	5c. lb. and	30½
Clothing, India rubber surfaced.....			
..... 10c. lb. and	25		27½
Clothing, India rubber clothing, n.e.s.	35		35
Clothing made of cotton, or other ma- terial, n.o.p., including corsets, etc., and tarpaulin.....	35		25
Clothing made of cotton, including ladies' and children's cotton under- clothing, men's and boy's shirt fronts, cotton scarfs, pinafores, bibs, skirts, and dresses of cotton, pique, mar- celles, muslin, etc., either colored or white.....	35		25
Coat Hangers, as labels... 15c. per lb. and	25		00
Cocoa Matting and Mats.....	30		25
Collar Buttons or Studs, metal, pearl, bone or celluloid.....	25	} Classed as buttons.	
Collar Buttons or studs, rubber, 5c. gr. and	20		
Collars, paper.....	35		35
“ linen, cotton, celluloid, etc....			
..... 24c. doz. and	30	24. doz. and	25
Collars, embroidered.....	30		30
“ lace.....	30		30
Colored fabrics, woven in whole or in part of dyed or colored cotton or jute yarn, or of part jute and part cotton or other material except silk, n.e.s.....	25		30
Cordage, cotton and cotton braid'd c'rds	30		30
Cords and Tassels.....	30		30
Corduroy..... 2c. square yd. and	15		30
Corsets.....	35		32½
“ Laces.....	30		30
“ Clasps, steels, wires, etc., 5c. lb. and	30	5c. lb. and	20
Cotton, batts, batting and sheet wad- ding, dyed or not, 3 cts. lb. and	15		22½
Cotton Warps and Cotton Yarns, dyed or not, n.e.s..... 3 cts. lb. and	15		25

OLD TARIFF. NEW TARIFF.			OLD TARIFF. NEW TARIFF.		
	Per cent.	Per cent.		Per cent.	Per cent.
Cottons, grey or unbleach'd, 1c. sq. yd. and	15	22 1/2	Nettings, mosquito, cotton, plain white.	25	25
“ white or bleach'd, 1c. sq. yd. and	15	25	“ “ “ colored . . .	32 1/2	30
“ printed, colored or dyed	32 1/2	30	“ printed cotton . . . 5c. sq. yd. and	15	30
Crapes, black	20	20	Oilcloth, floor and stair . . . 5c. sq. yd.	} not less than 4c. sq. yd.	30
Cuffs, cotton, linen, celluloid, etc.,			and		20
“ “ “ “ 4c. pair and	30	4c. pair and 25	Oilcloth, and oiled silk . . . 5c. sq. yd. and	15	27 1/2
Curtains, made up	30	30	Parasols of all kinds	35	35
Damask, made up	25	25	Picture Cord, worsted	30	30
Darning needles	30	30	Pillows and Bolsters	35	00
Dress Sleeve Protectors	25	27 1/2	Pillow Cases, cotton or linen	35	30
Duck, cotton, printed	32 1/2	30	Pins	30	30
“ white . . . 1c. sq. yard and	15	25	Pique, cotton, plain	25	25
“ unprinted . . 2c. “ “	15	23 1/2	“ colored	32 1/2	30
“ linen	20	25	Plush, cotton	20	30
Elastic webbing	25	30	“ silk or cotton, for hatters	Free.	Free.
Embroideries	30	30	Plush, silk, n.e.s.	30	30
Embroidery and Sewing Silk	25	25	Plush, worsted, same as mohair plush . .	00	30
Feathers, ostrich and vulture, undressed	15	20	Plush, fancy mfrs. of	35	35
“ “ “ “ dressed	35	30	Poplins, silk or silk warp	30	30
“ of all kinds, n.e.s.	25	30	Prunella, of cotton	32 1/2	Free.
Felt, wool, pressed	17 1/2	17 1/2	Quilts, cotton, white woven	20	25
Fringes of all kinds, n.e.s.	30	30	“ “ colored woven	25	30
Fur Jackets, lined with satin	25	30	“ “ made up	35	30
Fur Skins, undressed	Free.	Free.	Ribbons of all kinds and materials . . .	30	30
“ wholly or partly dressed . . .	15	15	Rugs and Mats, Smyrna	35	30
Furs	25	25	“ traveling, not embroidered, all		
Gloves and Mitts	35	35	except silk	25	25
Hair Cloth of all kinds	30	30	“ traveling, silk and embroidered . .	30	25
“ Pins, metal	30	30	Sails for boats and ships	25	25
“ “ horn, shell, etc.	35	35	Satin	30	30
Handkerchiefs, cotton or linen	25	30	Satin and satinette, fancy mfrs. of . . .	35	35
“ silk	30	30	Scrims, cotton, plain, uncolored	25	25
Hooks and Eyes	30	27 1/2	“ printed or dyed	32 1/2	30
Hosiery, silk	30	10c. doz. and 35	Sealette, wool, cotton back	27 1/2	30
“ cotton, wool, cashmere, merino			Shawls, of all kinds except silk	25	25
“ socks and stockings . . 10c. lb. and	30	10c. doz. and 35	“ silk	30	25
Italian Cloth, wool, cost 10c. or under	22 1/2	30	Shirt Fronts, linen or cotton	35	32 1/2
“ “ “ “ 10 to 14c.	25	30	Shirts, cotton or linen . . \$1 per doz. and	} \$1 per doz. and 25 if cost is over \$3 ; otherwise, 35	
“ “ “ “ 14c. or over	27 1/2	30	Silicias, plain or beetled, and Casbans		32 1/2
“ cotton	32 1/2	30	Silk, in the gum or spun, not colored . .		15
Jerseys, woven, plain 10c. lb. and	20	} 5c. lb. and 30	Silk Velvets and all mfrs. of silk, n.e.s. .	30	30
“ made from cloth . . 10c. lb. and	25		Silk, manufactures of, embrace, gros		
Knitting Needles, steel	30	30	grain, ducape, cashmere, etc.	30	30
“ “ rubber or wood	25	30	Socks and Stockings, cotton wool,		
“ “ bone	20	30	worsted, etc. 10c. per lb. and	30	10c. dz. and 35
Labels, silk or cotton on letters woven			Socks and Stockings, silk	30	10c. dz. and 35
or printed 15c. lb. and	25	15c. pd. and 25	Stockinettes 5c. sq. yd. and	15	35
Laces, boot, shoe, corset	30	30	Suspenders of all kinds	25	35
“ Braids, Fringes, Tassels, etc. . .	30	30	“ parts of, buckles, clasps, etc. . .	35	35
“ cotton, plain, uncolored	25	25	Table Covers, wholly or in part of wool,		
“ “ colored	32 1/2	30	10c. cost, or under	22 1/2	30
Linen, manufactures of, n.e.s.	20	20	Table Covers, wholly or in part of wool,		
“ Clothing	35		10c. to 14c.	25	30
“ Towels	25	25	Table Covers, wholly or in part of wool,		
“ or linen and cotton damasks,			14c. up	27 1/2	30
table cloths, napkins, etc.	25	25	Table Covers, wool, embroidered	30	30
Machinery for cotton or worsted mills .	30	27 1/2	“ “ tapestry, fringed	25	30
Mantles, wool, cloth 10c. lb. and	25	5c. pd. and 30	“ “ “ not fringed	25	30
Mohair Plush, 10c. cost and under . . .	22 1/2	30	Tapestry, viz., colored fabrics woven in		
“ “ 10 to 14c.	25	30	whole or in part of dyed or colored		
“ “ 14c. and over	27 1/2	30	cotton yarn, or jute yarn, or other		
Moleskins 2c. sq. yd. and	15	30	material except silk	25	00
Moquette	25	30	Thimbles, gold, silver or celluloid . . .	20	00
Muslins, colored or printed	32 1/2	30	“ hard rubber	25	00
“ plain white	25	25	“ steel, brass, white metal or plated	30	00
Neckties, cotton or linen	35	30	Thread, cotton, in hanks, 3 and 6 cord .	Free.	12 1/2
“ silk	30	32 1/2	“ cotton, on spools	25	25
Nets and nettings, lace	30	30	“ silk	25	25
			“ lined	20	00
			Towels of every description	25	25

	OLD TARIFF.	NEW TARIFF.
	Per cent.	Per cent.

Tracing Cloth 5c. sq. yd. and	15	00
Umbrella and Parasol sticks or handles, n.e.s.	20	00
Umbrella ribs, caps, notches, sticks and canes, imported by mfrs	Free	00
Umbrellas of all kinds	35	35
Underwear, knitted, all wool, 10c. lb. and	20	35
" " " wool and cotton	20	35
" " " all cotton	35	35
" " " cotton and silk	35	30
" " " pure silk	30	30
Velvet silk	30	30
Velveteens, cotton, velvets and cotton plush	20	36
Webbing, elastic	25	20
" non-elastic	20	20
" jute	20	20
Whalebone, mfrs. of, n.e.s.	20	00
Winceys, checked, striped or fancy cotton, over 25 in. 2c. sq. yard or	15	30
Winceys, of all kinds, n.o.p.	22½	30
Wool, hair of Alpaca goat, etc.	Free	Free
" Class 1—viz., Leicester, Cotswold, Lincolnshire, Southdown Combing Wools	3c. lb.	3c. lb.
Woolens, mfrs. composed wholly or in part of wool, worsted, hair of Alpaca goat, etc. 10c. lb. and	20	30
Wool Clothing, ready-made, 10c. lb. and	25	30 lb. and 30
Yarns, wool or worsted 10c. lb. and	20	If cost 20c. or under, 5c. lb. & 20p.c.; otherwise, 30 p.c.
Yarns, cotton, under No. 40, not bleached, dyed or colored 2c. lb. and	15	
Yarns, cotton, bleached, dyed or colored 3c. lb. and	15	25

ADDITIONAL ITEMS.

Under the new tariff pearl buttons are classed with vegetable ivory, etc., at 8c. per gr. and 20 per cent.

Dress goods were formerly dutiable at 22½, 25 and 27½ according to cost price. Now they are dutiable at 30 per cent. when finished. But if in the grey, the following new provision applies: "Women's and children's dress goods, coat linings, Italian cloths, alpacas, orleans, cashmeres, henriettas, serges, buntings, nun's cloth, bengalines, whip cords, twills, planis or jacquards of similar fabrics, composed wholly or in part of wool, worsted, the hair of the camel, alpaca goat or like animal, not exceeding in weight six ounces to the square yard, when imported in the grey or unfinished state for the purpose of being dyed or finished in Canada, under such regulations as are established by the Governor-in-Council, 22½ per cent. ad valorem."

Corsets, linen, silk and cotton clothing, and other articles made from cotton fabrics are now 32½ per cent.

Shirts costing more than \$3 per dozen are 25 per cent., and one dollar per dozen shirts, n.e.s., are 35 per cent.

Jute cloth, not otherwise finished than bleached or calendered, is 10 per cent.

Hair cloth of all kinds is 30 per cent.

Cloths, not rubbered or made waterproof, whether of wool, cotton or unions, silk or ramie, 60 inches or over in width, and weighing not more than seven ounces to the square yard, when imported exclusively for the manufacture of mackintosh clothing,

under regulations to be adopted by Governor-in-Council, 12½ per cent.

Window shades in the piece or cut and hemmed or mounted on roller, 35 per cent. ad valorem, but not less than five cents per square yard.

Trunks, valises, hat-boxes, carpet bags, satchels, pocket-books and purses and tobacco-pouches, are 30 per cent.

Unenumerated goods, not on the free list, are 20 per cent.

FREE LIST.

Military or naval clothing.

Blanketing and lapping, and discs or mills for engraving copper rollers, when imported by cotton manufacturers, calico printers and wall paper manufacturers, for use in their own factories only.

Bolting cloth, not made up.

Buckram for the manufacture of hat and bonnet shapes.

Caplin's unfinished Leghorn hats, and Manilla hoods.

Cotton wool and cotton waste.

Cotton yarns, number forty and finer.

Duck for belting and hose, when imported by manufacturers of rubber goods for use in their factories.

Dyeing or tanning articles, in a crude state.

Fillets of cotton and rubber, not exceeding seven inches wide, when imported by and for the use of manufacturers of card clothing.

Flax fibre and flax tow.

Fuller's earth.

Fur skins, not dressed in any manner.

Hemp, undressed.

Jute cloth, as taken from loom.

Jute, flax or hemp yarn, plain dyed or colored, when imported by manufacturers of carpets, rugs, mats, and of jute webbing or jute cloth, and twines for use in their own factories.

Jute canvas, not pressed or calendered, when imported by manufacturers of floor oilcloth for use in their own factories.

Rags of cotton, linen, jute, hemp, etc.

Silk, raw, or as reeled from the cocoon, not being doubled, twisted or advanced in manufacture in any way, silk cocoons and silk waste.

Whalebone, unmanufactured.

Wool and the hair of the camel, alpaca goat and of other like animals, not further prepared than washed, n.e.s., and troils, being the short wool which falls from the combs in worsted factories.

Mohair yarns.

Wool or worsted yarns when genapped, dyed or finished, and imported by manufacturers of braids, cords, tassels, and fringes, to be used in the manufacture of such articles only in their own factories.

Elastic rubber thread.

Hatters' bands (not cords), bindings, tips, and sides, hat sweats and linings, both tips and sides, when imported by hat and cap manufacturers only.

Lastings, mohair cloth, or other manufactures of cloth when imported by button manufacturers.

Yarn spun from the hair of the alpaca or angora goat when imported by braid manufacturers.

DOMESTIC AND FOREIGN WOOLS.



ANADIAN buyers who loaded up with 1893 wool with the expectation that prices would rise in June, 1894, by the admission of wool to the United States free list, have been disappointed. Consequently wool in Canada is even lower than it was in June, 1893. This lowness of price is intensified by the fact that the mills are not pressed with orders, and hence the demand from consumers is not brisk. Prices on the Toronto and Montreal markets are as follows: Greasy Cape, 14 to 15½c.; Canadian fleece, 17 to 20c.; B. A. scoured, 26 to 34c. In pulled wool, 20 to 21½c. is quoted for supers; extra, 23 to 26c.; North-west, 11 to 12c.

AUSTRALIAN WOOL EXPORTS INCREASING.

Up to date the exports of wool from the various colonies which comprise what is known as Australasia, have increased 97,754 bales since 1st of July, 1893. By 1st of July, 1894, the increase is expected to be smaller, but the year will certainly be 50,000 bales ahead of last year. The average value of a bale is about £10; or in round figures the comparison for the past five years stands as follows:

	Total Output of Australasia.	Value per Bale.	Gross Value of the Year's Clip.
1889-90	1,463,000 bales	£14 16 6	£21,652,000
1890-91	1,618,000 "	11 5 0	18,202,000
1891-92	1,789,000 "	9 15 0	17,432,000
1892-93	1,807,000 "	10 4 0	18,431,000
1893-94	1,857,000 "	9 19 6	18,523,000

In other words, wool to the value of over \$90,000,000 is exported from Australasia each year.

THE LONDON WOOL SALES.

The London May sales closed on 1st of June, prices having ruled all along in favor of buyers. Taking the market as a whole, the general price level may, with the exception of good Australian grease and Cape snow-whites, be said to range about 5 per cent. below the closing rates of last series. A large quantity, probably 80 to 100,000 bales, was held over for July. The following is the cable report of the last day: At the closing wool sales to-day 5,400 were offered. The competition was sharp and cross-breds were in good request. Deep grown merinos were scarcely steady at the opening. The worst parcels sold in the buyers' favor. Cape of Good Hope and Natal's showed a farthing to a half-penny decline. The sales of greasies and the prices obtained were as follows:

New South Wales—2,500 bales at 5d. to 9d.
Queensland—500 bales at 5d. to 8½d.
Victoria—800 bales at 4¾d. to 1s. 0½d.
South Australia—400 bales at 4d. to 9½d.
West Australia—50 bales at 5d. to 6¾d.
Tasmania—50 bales at 7d. to 9d.
New Zealand—600 bales at 5d. to 9d.
Cape of Good Hope and Natal—600 bales at 5¼d. to 7d.

TEXAS WOOL FOR ENGLAND.

The Textile Mercury says: "Advices from Texas report that the English wool dealers are circulating throughout the wool-growing districts circulars soliciting shipments of wool to London and Manchester direct. Very low freight rates from Galveston and New Orleans by cotton steamers have been made, lower than ever before, and it is for this reason principally that shipments of Texas wool to England are anticipated. Water rates to Boston from Galveston and New Orleans are 78c.

per hundred, while from Galveston to London, Manchester and Liverpool, we are informed, they have been reduced to about 22c. per hundred."

ARGENTINA'S EXPORTS.

Argentina has forsaken its herds of horned cattle and has gone in for sheep. At the present time Argentina has about 90,000,000 head of sheep against 84,000,000 owned by Australia, and about 67,000,000 of these are owned by the province of Buenos Ayres. The exports of wool in 1840 amounted to 1,609,650 kilos; roughly about 3,500,000 pounds; in 1890 it had advanced to 118,405,606 kilos, or about 256,000,000 pounds. When the Spaniards first came to these countries there were no sheep in them, neither were there horses, cows, pigs nor goats, which animals they immediately brought from Europe. Thus, from the first years of the conquest, they introduced sheep, so that in 1600, that is to say 65 years after the first foundation of Buenos Ayres and only 20 after the second and definite one (1580), the first export of wool and live sheep was realized: 2,425 lbs. of the first and 100 head of the second. The first arrival of merinos took place at the commencement of this century (1813). In 1825 the Argentine Government imported another flock of merinos and a few Southdowns, commonly called "black faces," the descendants of which can be seen to-day, certainly greatly improved, on some of the great cattle farms of the republic. Weaving factories are very scarce in Argentina, so most of the wool produced in the country is exported. The exports of 1891 were as follows:

	Kilos.
Germany	28,529,915
Belgium	34,292,339
Spain	17,441,616
United States	5,781,150
France	58,449,965
Italy	2,121,351
Portugal	12,487
United Kingdom	2,253,322
Uruguay	1,005,149
Other countries	5,905,745

Total..... 138,605,838



"ALL PEACEFULLY GUIDING."

THE SITUATION IN COTTONS.

DURING the past two months there has been an enormous drop in domestic cottons, amounting to twenty per cent. or over. The first drop was due directly to the tariff reduction, and amounted, as stated in last issue, to about ten per cent. The second drop was due to the fact that some 6,000 bales of greys were in stock, and that Americans were being sold at low prices. Somebody was going to have cash prices for grey cottons—although such prices were bound to be below the average of cost—so the Canadians decided that they would sooner sell their 6,000 bales at a reduced price, than allow greys to be slaughtered by American jobbers. If the American cottons came into this country they would fill up the market, and the stock of domestics would have to be held for nearly a year, during which time much other stock would have accumulated, or else the machines would have been kept idle. It seemed much better to get whatever cash was to be secured from a reduced price, clear out the stock and leave the market clear for continuous manufacturing. Hence down came the price of domestic greys again.

Retailers have benefited, as the jobbers sold quickly at cut prices. Most of the retailers who had ready money, or good paper (which is much better nowadays, when jobbers would sooner give credit than get cash), bought greys freely. The wise man will store these up, not run them off at a reduced price. The increased profit will be better than the few bargain seekers satisfied.

One Toronto house is said to have been caught on the falling market with a thousand bales or over. They lost some money on them.

The reasons why cheap U. S. cottons were being sold in Canada were two: First, a dull home trade; second, a break in the combination prices, due to the first cause. The importations into Canada have been quite extensive—although the full extent of these will not be known until the Customs returns are out.

The price of greys will rise again shortly, but at present the market cannot be called other than weak. Everybody seems to have been suddenly supplied.

A trade paper in Montreal has made a good criticism on the cotton industry, which is quoted verbatim:

"The Colored Cotton Co. made a great mistake when it imagined that its old style patterns of prints, shirtings, etc., were good enough for Canadians to wear, and that the new up-to-date styles were entirely out of place for them. But this time, however, it must have discovered its mistake, judging from the quantities of colored goods that are being ordered from the United States and England, chiefly from the latter, causing the demand for the Nigger Co.'s goods to fall off materially. The Trade Bulletin has repeatedly asserted that Canadian mills could never compete with English manufacturers who, in the matter of up-to-date styles, turn out a thousand new patterns to our one. But during the past season Canadian manufacturers considered it wholly unnecessary to bother about new patterns, and consequently continued to turn out the old styles as being good enough for Canadians, whatever might be the requirements of the people of the United States or Great Britain. The Colored Cotton people, by their failure to comply with the wants of their customers, have forced retailers to become importers of English and American prints, shirtings, etc., which are being brought in by the large retail houses, in order to meet

the wants of the trade, as it is found an absolute necessity to have the newest styles every season. The inability on the part of Canadian mills to supply this want accounts largely for the falling off in the output of the Colored Cotton Company during the past season."

THE GENERAL BAZAAR FAILURE.

A MOST interesting but very regrettable occurrence during the present month has been the failure of "The General Bazaar Co.," which occupied extensive premises at the corner of Main and St. Catherine streets, Montreal. The business was originally started by two French gentlemen, the Counts De Sieyes and De Poloniere, who came to Montreal with the intention of starting and running a big retail establishment on the lines of similar enterprises in Paris. Apparently everything went well from the start; then the firm seemed to strike bad luck in the matter of fires, having no less than three in their premises inside of a year and a half. Some time after this Count De Sieyes retired from the business, starting up in another line for himself, and the Count De Poloniere, until about six months ago, carried on the business alone. At this time Messrs. Boisseau Bros, who had previously ran a large establishment on the opposite side of the street to the Bazaar, joined forces with the Count, and all went happy as the marriage bell, until a week or so ago, when ugly whispers were heard about the position of the concern. Finally, on Wednesday, the 6th, matters came to a climax and the company consented to assign on the demand of Gault Bros. The total liabilities foot up to the sum of \$160,000, and there are over one hundred creditors. It is claimed that when Boisseau Bros. became members of the concern they showed a surplus of \$60,000, and the Count also claimed to have a surplus. Stock-taking is now in progress, so that nothing definite can be stated as to the result until this is finished. If the feeling among both the wholesale and retail trade in Montreal is any criterion, a house conducted on the lines on which the above bankrupt concern has been running will not receive lenient treatment from the creditors. The majority hold that it should be closed up and put out of existence once and for all, as wholesale and uncalled for cutting in prices is said to have had most to do with the failure. The full list of creditors has not yet been filed at the time of writing, but the following shows some of the principal ones:

Gault Bros. & Co., Montreal, \$31,280.91.
 Thibaudeau Bros. & Co., Montreal, \$24,877.71.
 John Macdonald & Co., Toronto, \$10,308.23.
 Jean de Sieyes, Montreal, \$6,250.
 Wyld, Grasett & Darling, Toronto, \$5,869.
 Greenshields, Son & Co., Montreal, \$4,431.62.
 Caldecott, Burton & Spence, Toronto, \$4,304.94.
 D. McCall & Co., Toronto, \$3,903.53.
 McMaster & Co., Toronto, \$3,819.49.
 P. Garneau, Sons & Co., Quebec, \$3,406.60.
 Thouret, Fitzgibbon & Co., Montreal, \$3,130.65.
 H. H. Wolfe & Co., Montreal, \$2,798.70.
 Thomas May & Co., Montreal, \$2,788.24.
 William Agnew & Co., Montreal, \$2,581.76.
 Jacques Grenier & Co., Montreal, \$2,512.83.
 J. G. Mackenzie & Co., Montreal, \$2,351.10.
 J. McGillivray & Co., Montreal, \$2,134.90.
 Samson, Kennedy & Co., Toronto, \$2,099.81.

NOTES.

IN these times of general depression it is gratifying to note that a Canadian manufacturing firm, the Alaska Feather & Down Co., of Montreal, is running full power to satisfy the demand for down quilts and cushions.

Fall orders for down quilts and cushions should be sent in now to the Alaska Feather & Down Co., Montreal, to insure prompt delivery by September 1st.

Canada, with its population of five millions, is the largest foreign buyer of carpets we possess. During the March quarter our exports amounted in value to over £89,000. To illustrate the importance of the Canadian market we may state that during the March quarter we shipped to the five millions of people inhabiting the Dominion nearly £10,000 more goods than the 160 millions of people inhabiting Germany, Holland, Belgium, France, Spain, and the United States combined.—Textile Mercury.

There has been much talk of infant industries during the discussion of the tariff, but surely the Alaska Feather & Down Co., of Montreal, successors to McIntosh, Williams & Co., is a pretty strong child, as it has succeeded in driving out American and English goods from the market, the company underselling both these countries with their values in down quilts and cushions. Look at their prices.

The Dominion Suspender Co., Niagara Falls, Canada, are busy getting out their fall samples, which will be one of the nicest and best ranges on the market, with prices cut so low that will command most of the suspender trade of Canada. "We

are like THE DRY GOODS REVIEW, we 'Never Sleep.' We have a stock of jobs on hand (spring goods) that would pay any merchant to write for samples. Clearing them out at cost to make room in the factory for fall goods." Montreal office, 28 St. Sulpice street; Toronto office, 45 Canada Life Building.

SHIRT WAISTS.

The shirt waist has lost much of its mannishness this season, but is none the less smart and nifty. It is the excuse for using a quantity of lace and other finery, ribbon, embroidery and braid. Its identity is quite lost under a lot of frills and ruffles and gauging, but when all is told, it remains the ever-ready little stand-by, dear to every woman's heart.

A pretty waist of soft wash silk, in stripes of pale grey and white, has its gathers disposed of in the back and front, coming from under the collar and disappearing under a wide belt. The latter, as well as the shoulder, waist frills and cuffs, are edged with black velvet ribbon, rosettes of which set off the belt and berth.

A dainty shirt waist is made of white percale, dotted with small open rings of pink. Clusters of small tucks make the necessary fulness back and front.

A pretty blouse of heliotrope gingham shows a yoke made up of four rows of gauging, each row described by a band of white feather-stitching. This smartens the belt and cuffs. Large puffs set off the sleeves. These puffs are made with draw strings at the elbows, making it possible to laundry them without difficulty.—Cloak Review.

In These Trying Times

Many retailers hesitate to place bulk orders, but prefer to keep up their stocks with small but frequent purchases. To such buyers the chief consideration is **prompt shipment**. They don't want much, but they want it often and in a hurry, and to these we would say that our

Stock of Laces, Embroidery, Haberdashery, Dress Fabrics, Gents' Furnishings,
Tweeds and Worsteds, Pants, Shirts, Cottonades and Cottons

of all kinds, is complete at all times, and ready for **instant demands**. In short, we are carrying the stock for you, and we are not taking reckless chances either, because we have a **steady trade** with reliable customers, and everything points to a satisfactory business this season.

KNOX, MORGAN & CO.

Wholesale Dry Goods.

Hamilton, Ont.

POINTERS ON PUBLICITY.



N the past five years advertising has been rapidly reduced to a science. The better understood, the more it is practised; the more practised, the better understood. To give our readers the benefit of brains, scientifically applied, we have arranged for a series of monthly letters from Nathaniel C. Fowler, Jr., Doctor of Advertising, Boston. His first letter is to hand, and deals with "Unprofitable Conglomeration," "Brevity," "One-Pointedness," etc.

PAPER NO. I.

Conglomeration is the thief of profitable advertising. Ninety-nine per cent. of all advertisers say too much in their announcements, using from two to ninety-nine times too many words in telling their stories. A great percentage of the members of the public believe that advertising does not affect them, and with that feeling always before them they pretend not to read advertisements; and they certainly do not read the advertisement that is a dry assortment of articles for sale, so mixed up that the advertiser himself can hardly tell what he is announcing. The advertisement that tells is the advertisement which, in whole or in part, can be absorbed at a single glance, and which contains one word, or one sentence, either well describing or presenting the goods, or suggesting in the most emphatic way that the reader continue his reading through the descriptive matter. A successful advertisement is generally of two parts: the heading, or headlines, with the description or argument following.

HEADINGS.

The heading of every advertisement, particularly if the advertising space be limited, must be so short, and contain so few words, that it can be easily read at a considerable distance, and cannot escape the eye glancing over the page, no matter how many advertisements, or how much interesting reading matter may be upon that page. Fortunate, indeed, is the man who can invent one word for a heading, for one word is better than two, and two are better than three. A heading of more than five words, unless the space containing the advertisement is very large, is generally ineffective, at any rate much more ineffective than a heading containing less words.

POINTEDNESS.

Better have the majority of readers read a short advertisement than to have a few readers read the whole of a long advertisement. The matter simplifies itself into whether you will reach a large number of people with a short argument, or a few people with a long one. He who wants a certain thing naturally notices the advertisement that presents that thing at the exclusion of other things, and feels that the advertiser is making a special effort to sell that article, which indicates that he is selling it for less than the regular price, or that he has a superior article at regular price. There is no objection to enumerating the articles you sell at the bottom of the advertisement in small type, but an advertisement should seldom present conspicuously more than one article, or two articles at the most, at the same time in the same advertisement. Whenever it is necessary to present more than two, better divide the advertisement up into distinct sections, each one complete in itself and each one devoted to some particular line. The advertisement should leave something for the salesman to say. It is simply the forerunner, that

which brings a person to the store, where the quality of the goods and the quality of the salesmen must close the business. The advertisement has no more right to do the work of the salesman than has the salesman a right to stand in the street repeating the advertisement to passers-by who will not listen. Advertising will not sell goods; that is the salesman's business. The merchant should confine the salesmen to their business and the advertising to its business. There are times when it is necessary to advertise a line of goods, but generally one kind of that line may be brought out conspicuously followed by a description of the rest of the line; but in this case the description of the other things should be as brief as possible, and occupy not exceeding one-fourth of the advertisement.

TYPE, SPACE, STYLE.

Never use fancy or script type in an advertisement. There is nothing like gothic or full face letters for an advertisement; they are easily read, and don't occupy more space than they deserve. You have something to say. Say it as you would in a telegram. Put your strong words first, and almost as strong words last, and fill in between with the smallest number of words to give people an idea of your meaning. Don't tell them too much; let them use their own intelligence; let them argue among themselves the advantages of your goods. Make it so they will be surprised when they see the goods. A description of any article of manufacture, or of any spot of Nature, which exceeds the real thing, prevents people from appreciating it to its full advantage. A description should be strong, and yet it should leave room for the imagination to work, and should often under-estimate slightly, that the buyer may find something beyond what he anticipated. I present two examples of advertisement setting. One represents the average newspaper advertiser; the other presents but one article, in the briefest manner, and in such a way that it should attract attention.

COMPARE THESE TWO:

JOHN SMITH,

DEALER IN

Hats, Caps, Furs, Choice
Groceries, Fine Teas, Nails, Screws,
Hardware, Buggies, Wagons,
Carriages,

Boots, Shoes, Rubbers, Watches, Clocks, Silverware, Jewelry. Every variety of Dry Goods, Drugs, Chemicals, Patent Medicines, Chamber Sets, Parlor Suites, Rattan Chairs, Pipes, Cigars and Tobacco, Electric Fixtures and Lamps, and Books.

JOHN SMITH

44 SMITHVILLE AVE., SMITHVILLE.

NOTE—Cottage house, half mile from depot, ten rooms and bath, stable connected, 15,000 ft. of land, for sale cheap.

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING **WATERPROOF**

in the market, as proved by the
experience of years. : : : : .

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

MCMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and MOST IMPORTANT, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

WANT A

HAT

*We sell as low as we can
lower than ever before.
We have too many.
We are after cash.*

JOHN SMITH
44 Smithville Avenue.

ANOTHER SAMPLE ADVERTISEMENT.

A Bottomless Bag

With sleeves, might fit the waist and wishes of a Malay maiden, but the up-to-date Canadian woman wants something more shapely—something that will conform to her artistic ideals as well as her physical form. The latest fads and fancies of feminine fashions are now shown in our stock of **SILK WAISTS**. They have the appearance of being really richer than they are, but their price is exactly equivalent to their real quality. See our leader

At \$3.75

SMITH'S DRY GOODS STORE,
SMITHVILLE

CARPETS AND CURTAINS.

UNCERTAINTY regarding the tariff has caused the carpet manufacturers to proceed carefully. Now that everything is settled, no doubt the trade will become considerably brisker. U. S. carpets have been sold to a great extent during the past two months, but a revival of trade in the States would soon lessen that.

Canadian manufacturers are "kicking"—to use a somewhat inelegant phrase—at the new tariff. Too much tax on raw material, too little on the finished product, they say. The importers are complaining of the increased duty on tapestry and Brussels. Strange that nobody is satisfied.

THE U. S. UNSETTLED DUTIES.

Assuming that the changes made by the Senator's Subcommittee will stand, the tariff on carpets will remain as fixed in the House of Representatives. Should the Wilson bill become a law at all, the duty on carpets will, therefore, be as follows:

Aubusson, Axminster, moquette and chenille carpets, by the yard . . .	35	per cent. ad val.
Saxony, Wilton and Tornay velvet carpets	35	" "
Body Brussels	30	" "
Velvet and tapestry velvet	30	" "
Tapestry Brussels	30	" "
Three-ply ingrain and Venetian carpets	30	" "
Two-ply ingrain and wool Dutch	25	" "
Druggets and felt	25	" "
Carpets of wool, flax and cotton, not specially provided for	25	" "
Oriental, Berlin and other rugs	35	" "
Mats and rugs for floors, art squares, hassocks, etc., same rate of duty as on carpets of like material.		
Straw mattings	20	" "

Straw mattings are admitted free under the McKinley bill. Putting these on the dutiable list, and the postponement of the date on which the bill should come into operation from the 1st of July to the 2nd of December, 1894, being the only variations in these items from the House bill.

A DECADE'S PROGRESS IN U. S. CARPET INDUSTRY.

The following figures will impress ordinary minds with the vital growth of the U. S. carpet manufacture:

	No. of Employees.	Wages Paid.	Value of Material Consumed.	Value of Product.
1880	20,371	\$ 6,835,218	\$18,984,877	\$31,792,802
1890	29,121	11,633,116	28,644,905	47,770,193

An examination of these figures shows that while the ratio of increase in the number of employees is less somewhat than those of the values of material used and product obtained, the increase in the total of wages paid is in a greater ratio than either, clearly demonstrating that not only was there an increase in the labor cost, but also that the individual workers received larger remuneration.

THE NEW ST. CATHARINES MILL.

The new carpet factory of Messrs. Gates & Syers, St. Catharines, Ont., is now running with ten looms in operation. It is expected double this number will be running shortly. This is the new factory that was removed from Woodstock to St. Catharines, which is fast becoming a carpet manufacturing town.

SOME FINANCIAL TROUBLES.

MESSRS. Numa, Royer & Co., dry goods merchants, Quebec, assigned to-day with liabilities of \$24,000. The assets are valued at \$20,000. The creditors are mostly in Montreal.

J. W. Jones, London, made the following sales recently: The general stock of W. C. Mackie, of Beamsville, valued at \$2,973.30, to Jas. F. Earle, of Toronto, at 70c. on the dollar; stock of A. Smith, tailor, Belmont, valued at \$1,602.64, to Henry Macklin, London, at 46½c. on the dollar.

Goulet & Bros., of Levis, have compounded with their creditors for 30c. on the dollar, cash.

A circular, from which the following is an extract, under date of London, Ont., April 20, 1894, has been issued from J. A. Beattie with regard to the estate of Spittal, Burns & Gentleman: "I beg to send you a statement of the assets and liabilities of this estate. The stock, including shop furniture, was taken at \$68,028.47, but when re-checked by the purchaser a small error of \$50.69 was discovered, which reduced the amount of the stock to \$67,977.78. The stock and shop furniture was sold for 59 cents on the dollar. The book debts at the time of the assignment amounted to \$7,284.82; upwards of one-half of them have already been collected, and I expect that a large proportion of the remainder will be found good, although there will be a good many which can be collected only by allowing time. This statement will be open to objection for eight days, after which I shall proceed to distribute the first dividend of 65⅓ per cent." The total receipts shown amount to \$44,570.13 and the disbursements, exclusive of the dividend now declared, amount to \$2,771.65. Dividend of 65⅓ per cent. absorbs \$41,722.33, leaving a balance in the hands of the assignee of \$76.15. The following are the creditors: Thomas Beattie, \$50,757; Gault Bros., \$402; S. J. Bourne & Co., \$69; Cook, Son & Co., \$2,091; Copestake, Lindsay, Crompton & Co., \$364; Dent, Allcroft & Co., \$280; Hitchcock, Williams & Co., \$367; John Howell & Co., Ltd., \$2,340; J. & R. Morley, \$146; Morley & Gray, \$182; Spreckley, White & Lewis, \$675; Stapley & Smith, \$73; Thomas Tapling & Co., Ltd., \$95; Woolley, Sanders & Co., \$371; Henry Marlow & Co., \$184; Arthur & Co., \$932; W. S. Thomson & Co., \$52; W. F. Lucas & Co., \$117; Holland & Sherry, \$292; Brintons, Ltd., \$322; John Barry Ostlere & Co., \$196; Crawley, Warrock & Co., \$641; Miller Bros., \$88; McKean, Scarf & Co., \$523; Richard Smith & Sons, \$1,071.

J. A. Griffis, dry goods, St. Catharines, has assigned to Mr. Doherty, book-keeper for Samson, Kennedy & Co., Toronto. His liabilities are said to be between \$7,000 and \$8,000. Samson, Kennedy & Co. are the largest creditors.

The dry goods stock of Patterson & Co., of Lindsay, Ont., has been sold to Edsall & Co., of Bowmanville, at 56c. on the dollar.

The clothing and furnishing stock of Alex. Smith, of Belmont, \$1,612.64, has been sold to Henry Macklin, of London, at 46½c.

Changes: Samuel Downes, of Dunlop, McKim & Downes, Wallace, N.S., deceased; P. Boucher & Co., Magog, Ont., dissolved; J. K. Campbell, Vancouver, B.C., removed to Chilliwack; A. L. Robertson, Prince Albert, N.W.T., succeeded by L. Valade; C. H. Varcoe, started in business in Toronto: J. &

W. G. Allan, Smith's Falls, dissolved; W. A. Milne, Parkhill, succeeded by Dr. J. Dutton; Elijah Clark, Fredericton, N.B., deceased; Morin & Julien, Montreal, dissolved, former continues; C. S. Jost & Co., Sydney, N.S., succeeded by L. E. Jost; H. A. Planche & Co., Cookshire, Que.; J. E. Robitaille & Co., Montreal, succeeded by J. C. Robitaille & Co.; C. S. Chapman & Co., Amherst, N. S., succeeded by C. S. Chapman & Son; Michael Coll, St. John, N.B., sold out.

Recent Assignments: G. W. Knight, Ottawa, Ont.; G. R. Batson, Campobello, N. B.; W. T. Phinn, Warkworth, Ont.; Mewa, Roger & Co., Quebec; Jacob Kopman, Georgetown, Ont.; Shaw, Maltman & Co., Calgary, N.W.T.; J. A. Griffis, & Co., St. Catharines; E. Viger & Co., St. Catharines, Ont.; Louisa Mulvaney, Port Elgin, Ont.; Jasper Nation, Brandon, Man.

RENT.

In selecting a good business location a great many things have to be considered, but the least of these is rent. This, in the minds of a great many merchants, is the greatest point. They seem to think that rather than pay a few hundred dollars more rent, they could better afford to put up with a bad location on a side street; whereas, for a small sum, they could have a house situated in the midst of business, and where every other feature of location was favorable.

However, in a careful study of the matter, as we have said before, rent is really the least point to be considered. First select the very best place that you can get; let every possible circumstance be favorable to a good business; let the location of the house and the size of the house be the very best that can be secured. If you have all these points, then the matter of rent will cut very little figure. What if you do have to pay double the rent that you would for an out-of-the-way building, can you not do at least double the business in a good location that you can in a poor one? We are not arguing, either, from the landlord's side, for it is undoubtedly true that a great many stores are compelled to pay a much larger rent than they can reasonably afford. But where the choice comes between either taking a poor store and paying a reasonable rent, or taking a really first-class location and paying even an unreasonable rent, nine times out of ten the better location would pay better than the poor one. It is the amount of business that should be looked at, not the amount of rent.—Ex.

The British Columbia Jute and Cordage Co., Vancouver, B.C., whose works were recently destroyed by fire, have started up again with new buildings and new machinery.

W. R. Brock & Co. are offering special value in men's and boys' flannelette shirts. Their "Corker," to retail at 50c., is a marvel of cheapness.

Mr. Foster gave notice in the House of Commons, on May 29th, of the following proposed resolution: "That it is expedient to provide that the Governor-in-Council may enter into a contract for a term not exceeding ten years with any individual or company for the performance of a fast weekly steamship service between Canada and the United Kingdom, making connection with a French port, on such conditions as to the carriage of mails and otherwise as the Governor-in-Council deems expedient, for a subsidy not exceeding seven hundred and fifty thousand dollars per annum."

C. ROYAL BENNETT.

WE reproduce here, from a recent photograph, a picture of Mr. C. Royal Bennett, the special representative of The Montreal Silk Mills Company, Limited, known throughout the Dominion as the manufacturers of "The Health Brand" underwear.

Mr. Bennett's career, and the position to which he has attained, for a young man, may be considered worthy of a more than passing comment.

Beginning commercial life, some eleven years ago, with the well-known and wealthy firm of Thomas Robertson & Co., of Montreal, he attributes most of his success in life to the advice and training he received in this house at the hands of Mr. J. R. Wilson, sole partner of the firm in question, and to those sterling principles of straightforward dealing which characterized all his business methods.

Being of an enterprising disposition, and a good opportunity presenting itself, he later on removed to New York, where for several years he held a position of trust, and one which, whilst enlarging his field of experience, has eminently fitted him to take up the duties he has now assumed; and in the discharge of which he has more than justified the high opinion of his abilities held by the firm he represents, and shared by the numerous friends he has already made amongst the trade, and which we hope will be confirmed by those he intends to give himself the pleasure of calling on in the next two months.

By the dealers who have handled it, "The Health Brand" is recognized as the best underwear made in the Dominion to-day; but in a limited market the introduction of high-class goods requires tact, judgment and energy, all of which qualifications we are sure Mr. Bennett possesses in full measure.

In conclusion, we wish him and "The Health Brand" the success they so eminently deserve.

NEW AND DIGNIFIED QUARTERS.

Montreal possesses a beautiful building known as the Board of Trade building. It is rapidly being filled up with representative business men. In the first flat of the west wing are housed that young and energetic men's furnishing firm, Matthews, Towers & Co. They have elegant offices, a spacious warehouse, a packing room, and an exclusive freight elevator.

In fact, they have all the modern conveniences for good warehousing. This young firm possesses as its partners two men old in the furnishing trade—men who understand the wants of the various sections of Canada, men who understand where and how to buy, men who understand the secret of selling, and lastly, men who know the value of printer's ink. Careful and judicious advertising brings success to many firms, but strange it is that these firms are usually the "young-uns," the old ones being too conservative.

MONTREAL SILK MILLS BURNED.

On the evening of the 24th of May a serious fire took place in the establishment of the Montreal Silk Mills Company on Vitre street, Montreal, and resulted in a damage of from \$35,000

to \$40,000. There is no explanation as to the origin of the fire, and the great loss is due to the fact that for several reasons the firemen found it slow work getting at the fire. Smoke and water did of course as much or even more damage than the fire itself.

The manager, Mr. Joseph, calculates that orders will not be thrown back more than four weeks. Within that period he expects to be running the mills again, and by extra efforts overtake his orders. Those who have goods ordered have been assured that there will be as little delay as possible in sending forward their goods.

There was some talk of the Montreal Silk Mills being removed from their present situation in Montreal, but no definite information has been received. An expanding industry needs more elbow-room than is to be found in the central portion of Montreal.

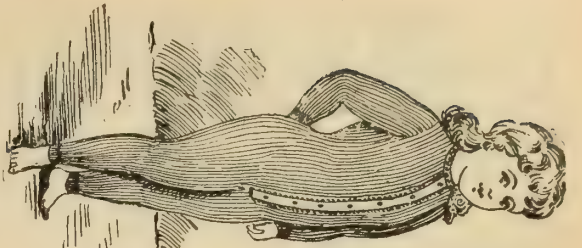


C. ROYAL BENNETT.

The growth of the business of the Montreal Silk Mills has been rapid, and their persistent advertising tends to popularize their goods with the public to such an extent that their present capacity is all too small to meet public demands.

The trade generally will regret the misfortune that has overtaken this enterprising company, and wish them a speedy recovery.

Mr. Thomas Brodie, president of the Quebec Board of Trade, and a member of the firm of W. & R. Brodie, flour merchants, died last week after an illness of about eight days. Deceased was one of Quebec's most promising and enterprising citizens.



EVERY MOTHER WISHES

Her children to be strong and healthy.
All doctors agree that the

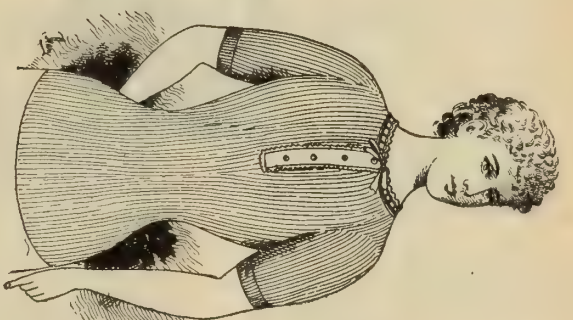
"HEALTH BRAND"

Combinations do more than anything else
to insure this.

Lady Aberdeen writes to us strongly in
favor of the Health Brand.

Ask your dealer to show you these
goods. You will never buy any other
after seeing them.

**THE MONTREAL SILK MILLS CO., Ltd.,
MONTREAL.**



EVERY LADY WHO

WANTS

UNDERWEAR

and understands what pure wool is and
appreciates exquisite finish buys the

"HEALTH BRAND,"

both for herself or children. These
goods are made in Vests, Drawers,
Tights and Combinations, and are
kept by every first-class dry goods
store.

**THE MONTREAL SILK MILLS COMPANY, Ltd.,
MONTREAL.**

THE BEST RETAILERS, CANADA:

GENTLEMEN, -Have you seen the fall samples of "The Health Brand"? They are now being offered direct to the retail trade; the value is in the goods themselves—and moreover, our advertising will be so extensive, reaching the consumer and benefiting the dealer in such a direct way that "Health Brand" is the underwear that WILL SELL. You make money on what you sell, not what you keep. If you have not seen the samples write to us.

These advertisements, and lots more like them, will be in every good newspaper in the country during the entire season.

All our cut-fare copyrighted.

If you buy "The Health Brand," you will get the benefit.

MONTREAL, May, 1894.

THE MONTREAL SILK MILLS CO., LIMITED.

DRESSMAKERS DIFFER

About fashions in dresses, but everyone
agrees that the best foundation for any costume is the

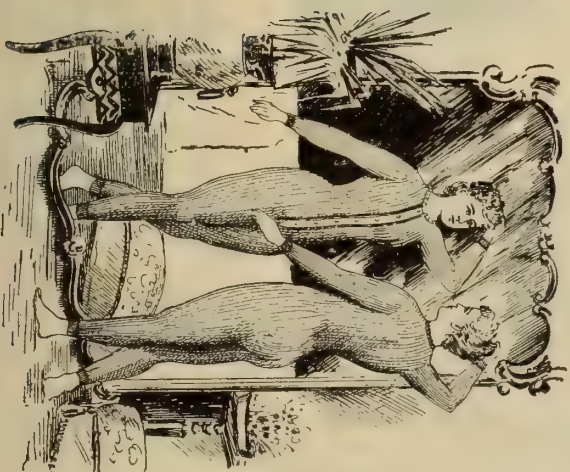
"HEALTH BRAND,"

Black tights, which allow the figure to be
shewn to perfection and do away with over-
stockings, bloomers, and unnecessary skirts.

All ladies in Montreal wore them last fall
and winter, and during the coming season
nothing else will be considered, they were
such a success.

Send for our illustrated catalogue, free by
post, if your own dealer has not got them.

THE MONTREAL SILK MILLS CO., Montreal.



DOCTORS DIFFER

Occasionally, but never
on the question of

"HEALTH BRAND"

Combinations being
absolutely the best thing
for women and children to
wear.

Every first-class dry goods
house keeps them. Look
for the word "Health"
on silk label at neck.

Buy no imitations.

**THE MONTREAL SILK MILLS CO., Ltd.,
MONTREAL.**

OBSERVATIONS FROM TORONTO.

A GREAT deal of uncertainty prevails in the prices of grey cottons. Since April 1st prices have taken two drops, amounting in all to about 20 per cent. Toronto wholesalers have bought heavily at the reduced prices and are now unloading at prices which please the retailers and ensure quick movement.

The cause of this drop is attributed by Montreal men to American competition; by Toronto men, to a heavy load of some 6,000 or 7,000 bales which the company desired to turn into cash. Whatever may have been the causes, it is an actual drop, and some jobbers have been badly hit. Moreover, prices are now below cost of production and are bound to rise again.

Trade generally is very quiet. Staples in other than grey cottons are having little enquiry with the exception of fancy mid-summer prints. A few job lines of summer goods are being cleaned out as the jobbers proceed with their stock-taking.

With the city trade it is not so bad as with the rural trade. All summer novelties are receiving their attention and quite a volume of goods is being moved. Cream serges, moire prints and silks, cream parasols, etc., are in good enquiry just now.

The fall orders are coming in slowly but surely, and in some lines the volume of orders is larger than last season. But this is not the case with all lines, nor even with a majority. Buyers are very conservative, and travelers are having a hard time of it.

Payments are slow from the Northwest, but have shown a slight improvement in Ontario. When retailers are doing a slow trade they are apt to look after their collections more closely.

W. R. Brock & Co. are receiving weekly shipments of the latest novelties in laces for dress and millinery purposes. The latest to arrive being butter Pointe Venice, which is greatly in demand at present. New frillings and veilings are also arriving, and some delicate novelties are shown.

Fancy prints in dark moire effects, and black and ruby grounds in small, neat patterns: also plain zephyrs have been pressed into stock by Alexander & Anderson. These are seasonable goods. New black and colored moire silks and ribbons are to hand, as are baby ribbons, special clearing lines in gloves, hosiery and embroideries.

Cream estamene serges are in good display with Caldecott, Burton & Spence. Navy blues and blacks are also quite active at present.

W. R. Brock & Co.'s underwear department is sending out daily large quantities of their famous ribbed cotton underwear

in ladies' and children's sizes. They have the reputation of leading the market in this class of goods.

A job line of printed plushes, which retail in the regular way at from 40 to 50 cents, are being quoted by W. R. Brock & Co. so that they can be retailed at 20 to 25 cents. A range of printed linen duck to sell at 25 cents forms splendid material for blouses, etc.

A special line of lisle mitts in blacks, tans and creams, that can be retailed at 12½ cents, is shown by Wyld, Grasett & Darling. Silk lace mitts in black and tans are shown to retail at 25 cents—both lines leaders.

Corticelli silks of all and numerous descriptions will now form the only make of silks now handled by Alexander & Anderson. They have laid in an enormous stock in full ranges, and will make a specialty of this class of goods.

Black worsted coatings and trouserings are always in demand. W. R. Brock & Co. claim to have the finest range in Canada. The proof remains with the merchant himself.

Repeats in satin baby ribbons and in black moire ribbons in

all widths are to hand with Alexander & Anderson. They have clearing lines in umbrellas and parasols, in dress goods, light brown prints, crinkles, etc. A full stock of estamene, cheviot, and hard-finish serges in navy and blacks, gives buyers an excellent chance to secure choice goods and full ranges.

For a staple range of neckwear, Wyld, Grasett & Darling are ahead of most of their competitors. This department has forged ahead rapidly during

the past year, and now is unsurpassed. Small knots with wide aprons, and the staple 2¼ and 2¾-inch derbys, in light and medium colors, are in full range. New novelties are coming forward weekly from the London market.

John Macdonald & Co. have a line of Chinese mattings which are selling strong for summer cottages. A manufacturer's over-make of top shirts, regular lines, are being sold at 25 per cent. below regular prices. They report an increased demand for umbrellas and waterproof garments, but notwithstanding the increased enquiry for these goods are prepared to fill all orders.

Samson, Kennedy & Co. report cottons very active. Fans are also selling well in palm leaf, paper, and decorated leather and cloth. They have an excellent range. Ladies' hand bags in both felt and leather in new patterns are in good display.

W. R. Brock & Co. have received a shipment of new parasols, being the latest novelties of the London market. Cream and white frills, cream, white, drab, and black moires, are in the selection and are worth inspection of merchants who are looking for up-to-date goods.



OXFORD.

OSGOODE.

ORIOLE.

THREE FALL STYLES—WYLD, GRASETT & DARLING.

ThibaudEAU Bros. John D. Ivey & Co.

& Co.

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAudeau FRERES & CIE.

Quebec.

THIBAudeau BROTHERS & CO.

London, Eng.

THIBAudeau BROS. & CO.

332 St. Paul St.

MONTREAL

53 Yonge Street

....Toronto.

Our stock will be kept
well assorted in

SAILORS

and latest

Mid-Summer Novelties

ALL ORDERS WILL HAVE PROMPT ATTENTION

Our Travelers will commence their respective routes for fall the first Monday in July, with samples of the very latest and best that the market affords. Kindly reserve your orders till you see them.

John D. Ivey & Co.

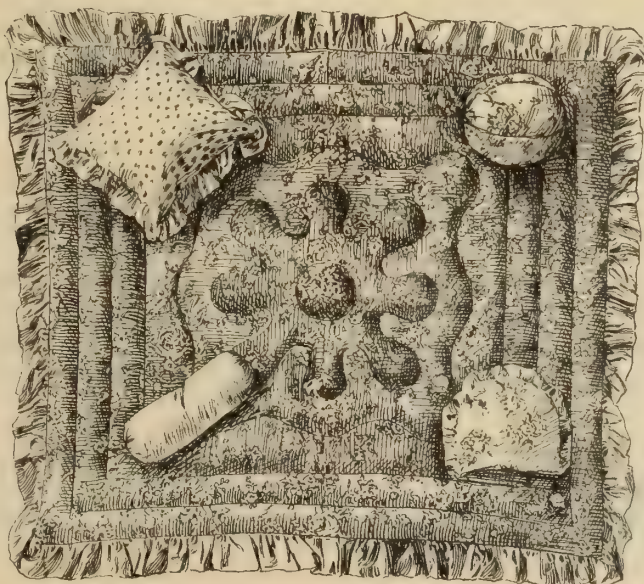
Down Quilts...

English, American, French

Sateen Coverings.
Silk Coverings.

Choicest Designs.

Full line of Samples forwarded
on application at our expense.



Down Cushions

Four grades of Cambric-covered
Cushions ranging from \$2.75
to \$25.00 a dozen.

American, French

Sateen Coverings.
Silk Coverings.

Tasty Designs.

OUR PRICES ARE LOWER THAN EVER BEFORE OFFERED ON THE CANADIAN MARKET.

The Alaska Feather & Down Co., Ltd.

Successors to

McINTOSH, WILLIAMS & CO.

10 St. Sacramento St.

MONTREAL, P.Q.

TO PRESERVE FUR-BEARING ANIMALS.

A BILL designed by the Hon. Mackenzie Bowell to preserve the fur-bearing animals of the Northwest was recently introduced to the Senate. In the course of his remarks Mr. Bowell said there was not over 100 head of buffalo left in the Dominion. Said he: "Past experience of this country proves the great necessity of taking steps at as early a date as possible for the preservation of the natural food supply of the natives and the Indian tribes. I remember distinctly when the Northwest Territories were first ceded to Canada, that the present Lieutenant-Governor of Manitoba, the Hon. Mr. Schultz called the special attention of Parliament to the fact that unless stringent laws were passed for the preservation of the buffalo in the Northwest Territories, in a very few years that animal would become extinct, and his prophecy has proved true to the letter. The result is that it is costing this country now nearly half a million dollars a year in order to feed the natives and Indians of that country, which expense might, to a very great extent, have been prevented had his advice been taken at the time.

"I need scarcely say that most of us living in the older province had very little idea the importance that should be attached to the recommendation which was thus made by the then member for Lisgar. There may be some difficulty in enforcing the provisions of this act; still by appointing guardians with magisterial powers to enforce it, and in securing the co-operation of the Hudson Bay Co., it can be done. It is as much in their interests as in ours that the game and the fur-bearing animals in the Northwest Territories should be preserved for the food supply of the Indians. I may add this bill does not interfere with the killing of an animal by the Indians, when it is done for the sake of food, to prevent them from starving."

SUMMER NOVELTIES.

Some taking summer novelties are shown by John Macdonald & Co., the goods having just passed the Customs. Soap novelties are shown in the form of pears, apples, etc. Miniature tablets of soap are shown in such sizes that a fresh cake can be placed in the soap-dish for every fresh guest. These can be procured in the range of delicate scents, such as rose, lily of the valley, jockey club, musk, lavender, essboquet, windsor, heliotrope, etc. Perfumes are shown put up in large bottles suitable for being used as water bottles or other dressing table requisites after the perfume is exhausted. In spite of the size of these they can be retailed at 25 cents. Bay rum is put up in much the

same way, with nozzled corks. Smelling salts are also put up in neat bottles.

In belts the celebrated Petersham fabric is shown in full range of colors and buckles. Garter clasps are something new and novel. Fans are shown in two different novelties, designated Fantasma and Lady Windermere. These are new and taking.

A QUESTION ON ASSESSMENT.

J. H. Wigle, of Ruthven, asks THE REVIEW the following question on assessment in Ontario: "Kindly give your opinion in your next issue of THE DRY GOODS REVIEW, how a stock of goods bought on credit entirely should be assessed?"

The opinion of the editor has nothing to do with the matter, as the rule is laid down plainly in an act regarding municipal assessments.

Sub-section 2 of section 10 enacts that personal estate and personal property shall include all goods, chattels money, notes and accounts at actual value.

Section 6 enacts that municipal and other rates shall be levied equally on all rateable property, real and personal.

Section 7 deals with exemptions. Sub-section 21 enacts that so much of the personal property of any person as is equal to the just debts owed by him on account of such property shall be exempt.

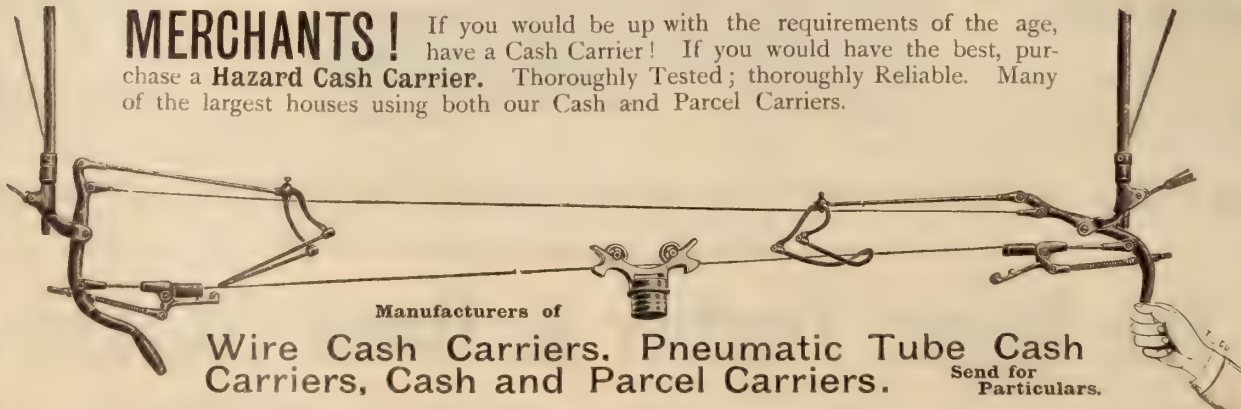
Hence, reading these three sections together, a man with a \$5,000 stock, on which he owes \$2,000, should be assessed for \$3,000. A merchant with \$5,000 stock, on which he owes \$5,000, should be assessed at nothing. If, however, he had given a mortgage on real estate to cover, say, \$2,000 of it, he would be assessed for that \$2,000.

J. W. Dunnet, who was mayor of Belleville, Ont., in 1884-5, died on the 18th inst., after an illness of several months' duration. Deceased, who was one of the city's leading dry goods merchants, was in his 55th year. He leaves a widow. Mr. Dunnet, who was born in Scotland, was universally esteemed in that community to which he removed from Peterboro', in 1870.

At a special meeting of the electors of Moncton, N.B., held on Saturday, the 19th inst., it was unanimously resolved to grant a bonus of \$25,000 to the Moncton Harbor Improvement Co., on the condition that the Dominion Government grants a subsidy. The company intend to build a dock at the mouth of Hall's Creek, where there will be at all times about 14 acres of water 28 feet deep. There is also to be a dry dock in connection with it.

MERCHANTS!

If you would be up with the requirements of the age, have a Cash Carrier! If you would have the best, purchase a **Hazard Cash Carrier**. Thoroughly Tested; thoroughly Reliable. Many of the largest houses using both our Cash and Parcel Carriers.



Manufacturers of

Wire Cash Carriers. Pneumatic Tube Cash Carriers, Cash and Parcel Carriers.

Send for Particulars.

Patented in Canada and the United States.

Established 1884.

The Best is the Cheapest.

ADDRESS

THE HAZARD STORE SERVICE CO., Office 81 Victoria St., Toronto, Ont.

Correspondence.

Editor DRY GOODS REVIEW :

SIR,—We regret you thought it necessary in last number of REVIEW to give our firm such prominence in raising the danger signal to energetic merchants anxious to start branch stores.

Would it not be well for you to acquaint yourself with the record of the firm you choose to take this unwarranted liberty with, and know whereof you speak, before pointing out the teachings of history?

The facts are that branch stores properly conducted are a success. Are you acquainted with Lipton's, Steadall's, or Hope Bros., who have branches in nearly all the large towns in Great Britain—and all a very marked success? The different Oak Halls in Canada are certainly not failures. You must evidently had in your mind the merchant who, over-loaded with stock and pressed by creditors, and who hopes to relieve himself of both by opening a branch in the nearest town or village, with the result that in place of the relief expected, gets deeper into the mire.

We regret that the dry goods merchants in Guelph do not entertain your ideas, as they have for the moment shut us out of their city by renting the only suitable premises and sub-letting to a tinsmith.

We have our time taken up looking after our branches, or we think we could convince both you and the energetic merchant that there is as much probability of success in branch stores as in branch banks, and that both require capital and business capacity or they will end in failure.

Yours truly,

NORTHWAY & ANDERSON.

Orillia, May 27, 1894.

[Here is the item: "Northway & Anderson, who have dry goods stores at Simcoe, Orillia and Tilsonburg, are thinking of opening up at Guelph. Branch stores have sunk many a firm in the past, and without attempting to damp any energetic merchant's ardor, it would be well to point out that history teaches many useful lessons—it is even better than experience in many cases." Without knowing anything very particular of the firm concerned, these general remarks were made. We can see no reason why they should be altered. They do not apply to N. & A. unless they fail—a thing which is not desired, expected, or prophesied. The success of such ventures as these depend on the quality and quantity of the management. Both seem satisfactory in this case.—EDITOR.]

A TWENTY-FIVE CENT TROUBLE.

One of the greatest drawbacks to the trade at the present time, says the Dry Goods Economist, is the enormous quantity of 25c. hosiery that is called for. The fault lies with the retail trade in general.

Everything that capital can do has been done to induce foreign manufacturers to produce the best stocking for sale at 25c. that can be sold at the price in this country, and all the experience of years of skilful buyers has been directed to the same end.

The inevitable result has been to supply consumers with such extra good value at the price named that all other prices have been interfered with, and the trade has now for some years been approaching a 25c. level.

It would be well worth the time of buyers to make a strong effort to bring about a diversion from this price by offering goods at various higher prices, which should have some distinctive and desirable features to make them attractive to the public.

CANADIAN FEATHERS TO BE USED.

ONE of the changes of the new tariff which has been little noticed, but which, however, must influence to a large extent not only several factories, but also the farming community of the whole Dominion, is the duty on feathers and on feather and down goods.

Before the change the duty was 25 per cent. on raw feathers and 35 per cent. on manufactured articles, thus giving a 10 per cent. protection to manufacturers. The duty has been made 30 per cent. all round on feathers, whether in raw state, purified or manufactured.

The leading manufacturers in this branch—the Alaska Feather & Down Co., of Montreal (late McIntosh, Williams & Co.), say that they have met the change in the tariff by a complete change of policy. They now use exclusively Canadian feathers, and find that these are not only more downy (owing to our severe winter), but are available in such large quantities that they have given up importing altogether, and are able to give better value than before to their numerous customers.

This is a good thing for the farmers, who now are having a regular market for their goose, duck, hen and turkey feathers, whilst before they had to put them in an unpurified state into beds and pillows, simply because there was no market for them.

Goose and duck breeding is going to be a paying branch of agriculture much more than it has ever been.

CANADIAN COLORED COTTON MILLS CO.

The annual meeting of this company was held at their offices, Notre Dame street, Montreal, in May. There were present A. F. Gault, president, and James Crathern, H. Barbeau, Jas. Ross, George Caverhill, A. C. Clarke, Mayor Villeneuve, Jacques Grenier, T. King, C. D. Owens, David Morrice, T. R. Watson, S. H. Ewing, David Morrice, Jr., Robt. Gault, S. Findlay, S. H. Bethune, F. L. Beique, L. Marler, M. Crombie, James Wilson, Alex. Dupuis and others. The statement for the year was submitted with the usual report, which, in view of the general depression, was accepted as sufficiently satisfactory. The output for the year was nearly \$2,500,000. Two dividends of one and a half per cent., making 3 per cent., amounting to \$81,000, and \$120,000 interest on bonds was paid, and \$15,000 carried forward to the credit of profit and loss. About \$200,000 had been spent on water power and other improvements on the property and plant during the year. The impression was conveyed that with a general improvement in trade, the prospects for the future were sufficiently satisfactory. The old board, consisting of A. F. Gault, T. King, C. D. Owen, R. L. Gault and David Morrice, was re-elected, and at a subsequent meeting of the board Mr. Gault was re-elected president and C. D. Owen vice-president and managing director.

TRADE GOSSIP.

CORNWALL cotton mills are running again. Raw cotton is too cheap to allow them to stay idle long.

A "Rose" millinery and mantle opening was given by R. Walker & Sons, Toronto, last month.

A Buffalo firm of underwear makers intend establishing a branch in Canada, probably at Windsor.

S. F. McKinnon, of Toronto, sailed on the s.s. Campania from New York on Saturday for Liverpool.

There is a large neckwear manufacturing concern to be established at Niagara Falls, Canada. Particulars later.

A number of merchant tailors of Victoria have issued a card in the local papers stating that they do not employ Chinese labor.

The Canada Collar, Cuff and Tie Co., a new Canadian industry, have recently started a factory at Berlin, Ont., to manufacture celluloid goods.

The projected Canadian-Australian cable will be 6,244 miles long, and cost \$7,000,000, if it does not touch the Fiji Islands or New Zealand.

F. W. Holloway, the popular manager of the Hudson's Bay Co., at Morden, is to be promoted to a position with the company at Sudbury.

The clerks in the Toronto wholesale dry goods houses have taken to baseball for a new amusement. Several cricket teams are also in existence.

C. T. Grantham, manager of the Yarmouth Cotton Duck Co., recently interviewed Finance Minister Foster to get an increased duty on cotton duck.

English machines are being placed in the St. Stephen, N. B., cotton mill to replace some discarded ones of U. S. origin. The English machines need considerably less attention.

The Almonte Knitting Co. will erect three new additions to their main structure—a bleach house, 24 x 36; a dye house, 25 x 46; and a picker building, 36 x 24; frame buildings.

T. Stone, Chatham, Ont., is doing a good dry goods business, having a magnificent store with a carpet room upstairs. He employs a large staff and does considerable importing.

W. H. Lang did up Williamson & Co., Wyld, Grasett & Darling, Alexander & Anderson, by misrepresentation, for various bills of goods. He is now behind the bars. His home was in Toronto.

John B. Hill, who at one time was a traveler in the employ of Glover & Brais and Tooke Bros., died at St. John's, recently, after a long and painful illness. The deceased, who was thirty years of age, was a native of England.

At the annual meeting of the Canadian Fibre Co., held recently, the following directors were elected: Robert Cowans, president; E. N. Heney, vice-president; Hon. Geo. A. Drummond, Edgar McDougall, Alexander Couper.

W. Dunlop's tailor shop, Kingston, was burglarized recently and \$150 worth of clothing taken. The thieves were captured at the outer G.T.R. station waiting for the train. Their names are John Wilson and W. Woods, of Kingston.

The New Brunswick cotton mills are cutting down wages. Two mills in St. John have cut down wages and forced the operatives to accept. Now the St. Croix cotton mills at Milltown have made a cut of 12½ per cent. The lowering of the

tariff on cotton goods may have had something to do with it, but this is doubtful. It is more than likely it is caused by a desire to increase profits out of wages' account. The policy is a short sighted one; for poorly paid labor is usually expensive, the ultimate results not being so satisfactory as those more immediate.

Geo. H. Rodgers & Co., since giving up the regular retail trade in Winnipeg, have opened a jobbing warehouse at 217 McDermot street. Their object is to look after special drives in jobbing lots of staple dry goods and boots and shoes.

The merchants of Alliston have agreed to close their stores on Wednesday afternoon of each week at 1 o'clock, and to keep them closed until Thursday morning, commencing May 9th, and continuing during the months of May, June, July, August, and September.

J. Cameron was in town to-day. He is with The J. B. McLean Co., Toronto, publishers of most excellent trade publications in the interest of hardware dealers, grocers, book sellers, dry goods dealers, and printers. Business men can make no mistake in supporting any of their journals.—Blenheim News.

Charles Gray, of the firm of R. H. Gray & Co., Toronto, was presented with a handsome pair of field glasses by the employes of the firm upon his leaving to reside in New York. Mr. Gray's many Canadian friends wish him success in his new field of labor.

The cotton mills at Hayfield, Derbyshire, England, owned by T. H. Sidebottom, member of Parliament for Staleybridge, have been shut down owing to the depression in the cotton trade. The stoppage of these mills has thrown 3,000 people out of work.

The first shipment of sealskins this year was made about two weeks ago by J. Boscowitz & Son, Victoria, to Lampson, London. The shipment comprised 29 casks of sealskins and in addition one mink and five mixed. The skins were purchased from a Port Angeles Siwash vessel.

At the annual meeting of the Levis Board of Trade the following officers were elected: President, E. Dupuis; vice-president, D. Laine; secretary, A. Lemieux; committee, J. B. Michaud, George Lambert, E. Dussault, A. Lambert, P. Robitaille, C. Darveau, Dr. Lacerte, E. Belleau, L. O. Audet, Dumontier, T. Arsenault, J. E. Mercier.

Paper yarn is now being substituted for other cheap stock in carpets, and is said to be superior to the shoddy and mungo, both in cost and strength. Of course the paper is used only in the body and on the under side of the texture and not on the upper surface. It is said that fifty-five per cent. of a carpet may be made of paper without a customer suspecting it.

Belding, Paul & Co., of Montreal, have filed an action against the Toronto Fringe and Tassel Company, of 19 Front street west, Toronto, to set aside a chattel mortgage made last month for \$5,250. It is alleged to have been made by Florence Silberstein, wife of Jules Silberstein, to one of the employes, and is claimed by Belding, Paul & Co. to be a fraudulent preference.

Some time ago the safe of J. F. McGlusky's store at Grand Falls, N.B., was broken open and rifled. Mr. McGlusky had one Larrabee arrested at Houlton, Me., but failed to make out a case, whereupon Larrabee turned the tables by bringing suit for \$2,000 damages. McGlusky was held on the 24th in \$4,000 bail by the American authorities, and failing to find instant securities was sent to jail till his friends came to his rescue with the necessary funds.

HOW TO INCREASE YOUR TRADE

We publish "Masterpieces from the Art Galleries of the World," a collection of the 300 best and most popular pictures in the world. They are issued in 20 parts, each containing fifteen fine copper-plate engravings, printed on glazed paper, and one page descriptive matter. Recently we have been selling them to retailers and manufacturers, who are increasing their business and making money by using them in two ways:—

1. By giving a coupon with every purchase of 25c. worth of goods. When the customer has eight coupons he exchanges them free of charge for one part of "Masterpieces." Here is a sample coupon:

Not Good without the Firm's Signature.

OFFICE OF JOHN WANAMAKER,
PHILADELPHIA.

THIS IS ONE COUPON FOR . . .

Masterpieces from the Art Galleries

..... OF THE WORLD.

Eight of these Coupons entitle the holder
to one part FREE. Issued on account of
a 25c. CASH Purchase.

2. The second method is the most popular, because there is a profit on each part given away. The regular retail price is 25c. a part, and it is so marked, and they are placed on sale at that figure; but anyone who purchases 25c. worth of goods in your store receives a coupon. By presenting this coupon, with 10c., he receives a part. Merchants selling them in this way make a long profit on each part.

The parts are 11 x 13 inches in size. Samples of the entire 20 parts will be sent to any address, duty paid, for \$2. For terms, samples and exclusive territory in Canada, write or wire the Canadian branch

THE ART ENGRAVING CO.

Times Building, NEW YORK.

10 Front St. E., TORONTO, CAN.



AMONG MONTREAL'S WHOLESALERS.

THE past month has been a moderately satisfactory one in the dry goods business in Montreal, though it is generally agreed that the aggregate turnover has not been equal to that of the same period last year. The cold, unfavorable weather during the latter part of May has had a good deal to do with this, as in many instances travelers report that dealers' stocks in various sections throughout the country have not been broken into. But allowing that this has contributed a good deal toward restricting the volume of trade, it has to be admitted also that buyers generally have pursued a very cautious course, and, naturally, this influence has also been an important factor in curtailing the turnover. In this connection it is worthy of note that many of the largest houses in the trade here report that the movement of goods for immediate consumption has been greater than that of last year, but the business on account of future delivery has been very backward. This, considering all the unfavorable conditions that have borne adversely upon business this spring, is a very healthy and encouraging sign. The only drawback in this connection lies in the fact that some of the wholesalers proffer voluntarily to date these summer goods ahead—that is, they have supplied orders for such goods as muslins and other summer fabrics, dating same as October 1st. In converse with several of the most solid retailers, both in the city and outside, DRY GOODS' correspondent was informed that they would a thousand times rather buy goods in the regular way, which are already dated long enough, and prevent incompetent persons from entering into business largely with nothing, and trading on the wholesalers' capital.

Stocks generally, both in wholesale and retail hands, are in better shape and of smaller compass than they have been for years past at the same time of the year.

Payments generally since our last review of the position here have been somewhat backward, but it is a notable fact that the way paper was met on the 4th of June was a genuine surprise to many in the trade. From the course of events during the three weeks previous to the 4th, most people expected poor returns, but in many cases a welcome change was reported. Basing our assumption on the statements of several of the larger general houses, it seems fair to assume that from 70 to 75 per cent. of the paper was met. Individual houses reported in one or two instances a much higher percentage than this, but the above may be taken as a fair approximate estimate of the position in Montreal.

The striking unfavorable fact of the month was the failure of the General Bazaar Co., details of which will be found elsewhere.

Travelers are now preparing for their fall placing trip, and expect to be out with their full lines by the 15th of the month.

With regard to values, the only change of importance has been that of grey cottons, which have had a decline on the average of about 5 per cent. on all the leading lines. Aside from this change, values on the whole are well maintained, and no alterations of a radical nature are anticipated.

Owing to the fact that the American cotton spinners at Fall River, Mass., have fallen out, sharp cutting is in vogue across

the lines. As it appears to be simply a question of getting the cash with them, there is some speculation as to whether the keen competition across the lines may lead to the export of these American goods to Canada. Some have already, it is said, been coming in, but if so, the quantity must be very small, as there is little or no talk among the trade in regard to them.

Wm. Agnew & Co. are on the eve of receiving their fall supplies of dress goods, which is much earlier than usual, and will give the advantage of an early delivery to their customers.

The large general houses are already receiving some of their supplies of leading domestic staples. S. Greenshields, Son & Co. are receiving a full line of flannelettes at the time of this writing.

Among the representatives of Montreal houses who have got back from their buying trip to Great Britain and the continent are: Jas. Slessor, (Jas. Johnston & Co.); Jno. Black, (Robert Linton & Co.); Thos. Brophy, (Brophy, Cains & Co.); C. Bremner, (Hodgson, Summer & Co.); A. McPherson, (Lonsdale, Reid & Co.) and Leslie Gault, (Gault Bros.) Messrs. Fraser, (S. Greenshields, Son & Co.) and Macdougall, (Gault Bros.), have not yet returned home but are expected before the end of the month.

The demand for "Priestly's fabrics" is constantly increasing, and S. Greenshields, Son & Co., the Canadian agents, have had a very busy summer with these widely known dress goods.

Cheviot and estamene serges have been in active demand. Wm. Agnew & Co. report that no sooner was a shipment received than it was out of the warehouse.

John McGillivray & Co. make a specialty of fine dress goods, and state that the sorting demand for the lines they

A. A. Allan & Co.

Are showing striking new styles
of English and American

STIFF HATS

Our New Blacks are Exquisite.

Samples sent on request.

Fedora Hats, Black, Brown, Olive and light colors.

Men's and Boys' Straw Hats. Special value. A large range.

Cap Department. Most desirable styles. Children's Caps in great variety.

GIVE US A CALL.

A. A. Allan & Co.

51 Bay Street, **TORONTO.**



RIP VAN WINKLE

Lives again in the man who started in business twenty years ago—is running it now as then ; too long a sleep. Old time ways and means cannot cope with

Up to Date Ideas

To win you must be always abreast of the times ; to be abreast of the times you must advertise. Don't take our word for this, look in the columns of THE DRY GOODS REVIEW, look in the columns of any good trade journal and you will find there the advertisements of the merchant princes, who did not become merchant princes by remaining asleep, but by taking for their motto : " Keeping everlastingly at it brings success."

Wyld, Grasett & Darling

Have recently received

NEW PRINT

SHIPMENTS

Consisting of

Latest Novelties in wide cloth and drillettes including the Indigo and Turkey Red effects. Flannelettes, Shirtings and Cottonades in great variety.

Cricketing Flannels, Tennis Flannels and Boating Serges, etc.

New Neckwear in all the fashionable shapes and colorings.

A further shipment of I. R. Coats' Umbrellas, etc.

Travellers' and Letter Orders Solicited.

WYLD, GRASETT & DARLING
TORONTO.

Alexander & Anderson

WE HAVE PASSED
INTO STOCK

Black Moire Silks at low and medium prices.

Black Moire Ribbons, Nos. 5, 9, 16 and 20.

Black Velvet Ribbons, all widths, from No. 10 up.

Satin Baby Ribbons, full range of colors and black.

Black and Colored Velveteens, all shades and prices.

Navy and Black Estamines, nice, bright, crisp finish.

Cream, Cardinal, Navy, Sky and Wood Brown Cashmeres.

Also in stock a full line of our Celebrated Black Cashmeres.

Cream Estamines and Diagonal Serges.

French Crepons, lovely goods, full range of colors.

Black Amazons, in low, medium and good qualities.

Also Wood Brown, Navy, Myrtle Grey, etc., low-priced.

We desire to direct the attention of merchants to a few numbers of LADIES' BLACK CAPES (our own make), for which we are having a ready sale, and to those who have not had them we would suggest a trial.

They are nice goods and sell at sight.

INSPECTION SOLICITED.

Alexander & Anderson

handle has been very satisfactory. They are receiving from five to six letter orders daily at present for one or two strong lines which they have in stock.

Jas. Johnston & Co. report that the demand for satin and moire ribbons has been unusually good with them. They have "repeated," and "repeated," and found a ready turnover for each additional shipment. Baby ribbons in all the popular shades in satin and moire, they report, have been equally good sellers.

The millinery houses will start their stock-taking about the 15th of the current month.

Most of the general houses got through with their stock-taking during the first week. Messrs. S. Greenshields, Son & Co., Gault Bros., Jas. Johnston & Co., Brophy, Cains & Co., and Robt. Linton & Co., are among the large general firms who have got through with this important operation.

At the latest fashionable wedding in England, that of Mr. Asquith to Miss Tennant, the bride's sister wore a handsome costume of facouve shaded silk. Brophy, Cains & Co. have received samples of similar goods, which they are now selling for delivery in July.

Gault Bros. anticipate a brisk demand for brown moire silks this fall, and have made preparations in accordance. They also will offer to the trade a very extensive line of cheviots in navys and blacks. They consider that goods in plain colors are going to be the feature this fall.

J. G. McKenzie & Co. are now briskly engaged receiving their fall supplies of domestic staples. They were arranging a large shipment of flannelettes when DRY GOODS called on them.

Samples of a very pretty new design in colored silks for the coming season are being shown by Brophy, Cains & Co. They are self colors with petite pois in same shade. Satin-faced cloths are the correct thing for ladies' suitings, being worn with a pique waistcoat. Poplar green is one of the favorite shades, and this firm have them in this color as well as a variety of other shades.

Owing to the illness in his family, Mr. Matthews, of Matthews, Towers & Co., was unable to take his usual trip to the coast. His ground is being covered by Mr. Towers, who left a short time ago. Mr. Matthews will cover Mr. Towers' territory in Ontario.

The Dumaresq Company have purchased the extensive stock of waterproof goods of the late firm of H. S. Scheyer & Co., and are also manufacturing largely men's garments in this line. They are prepared to attend to all orders with promptness and despatch.

A most fashionable trimming this fall will be "butter color lace," of which Brophy, Cains & Co. have the correct thing. This firm will also specially call attention in our next number to the new designs in fancy black goods in patterns that will be shown by no other house this season.

A BAD CARPENTER.

OTTAWA tailors are indignant because a man named Carpenter has been selling Mitchell's patterns at beastly low prices. They have written a long letter to the Sartorial Art Journal about it, and this paper says:

"We are sure that the trade generally will treat him henceforth with a degree of contempt that will teach him that the

kind of business he is following cannot thrive among the tailors of the New Dominion. But the claims of this morally cross-eyed pattern pedlar are not true. He never bought enough of our patterns to enable him to supply the trade with more than a very few copies of our blocks. At most he can show an invoice for but a single set of under-cut patterns and three or four single patterns, and he can, therefore, no more supply the trade with copies of any of our other blocks than he can hope to be considered an exemplary man."

FIRES DURING THE MONTH.

J. Hutcheson & Co., dry goods, Victoria. Loss \$14,000.

William Shea's hosiery factory at 87 Jarvis street, Toronto. Loss \$500.

William McLellan's woolen mill at Golden Grove, N.B. Insurance \$2,000.

Cheapside, the dry goods establishment of Lang, Strachan & Co., Winnipeg, was damaged by water and smoke on May 13th. Loss \$25,000; insurance \$30,500.

The shoddy department of J. T. Huber's glue works and shoddy mills at Berlin, Ont., was burned to the ground recently, together with all the machinery. The loss is very heavy.

An alarm was sent in at 12.30 on June 3rd, for a fire in one of the best business blocks in St. John, N.B. The firemen were quickly on hand, but before they succeeded in extinguishing the conflagration about \$150,000 in property was destroyed. The fire was discovered in Parker Bros.' drug store, and is supposed to have caught at the entrance to the elevator. The building was soon a mass of flames, and the fire quickly spread to the five-story building adjoining, occupied by Manchester, Robertson & Allison as a store room, as well as to the brick building occupied by H. A. McCulloch, retail dry goods; Skinner & Leblanc, wholesale milliners, and A. Miller & Co., wholesale cloths and dry goods. Parker's stock was valued at between \$4,000 and \$5,000; insurance \$3,000. McCulloch's stock valued at \$40,000; insured for \$10,000. McCulloch building, owned by Rev. J. M. Merritt, of New Jersey, insured for \$12,000. Skinner & Leblanc's stock, valued at \$10,000; insurance, \$7,000. Miller & Co.'s stock, valued at \$60,000; insurance, \$38,000. Manchester, Robertson & Allison also had \$15,000 insurance on their stock. W. H. Thorne & Co. lost \$500; no insurance. The building occupied by Miller & Co. and Skinner & Leblanc was owned by Manchester, Robertson & Allison, and was valued at \$60,000; insurance, \$32,000. Mollison Bros. & Co., wholesale tailor furnishings, lost about \$500 by goods being damaged by water.

On the evening of June 11th a fire did \$5,000 worth of damage in the large six storey factory of the Toronto Carpet Mfg. Co., Esplanade street, Toronto. The fire started in the dyeing department and gained good headway before the reels arrived. No time was lost in getting to work on the part of the firemen, but it was only after two hours' fighting that they had the fire extinguished. The damage is estimated by the fire department at \$5,000, which is fully covered by insurance. The company have issued a statement saying that the loss is small, is fully covered by insurance, and that the business of manufacturing carpets will not be interfered with. The enterprise, characteristic of the company, will enable them to remedy all defects in a few days.

Lister's SILK SEALS,

Lister's SILK PLUSH.

"LISTER'S"

A Familiar Household Word

Lister's SILK VELVET

Lister's MOHAIR PLUSH

LISTER & CO.

LIMITED

Manningham Mills, BRADFORD, YORKS

H. L. SMYTH & CO., Montreal and Toronto

Sole Agents for Canada.

T.B.THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big DifferenceIn politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and CuffsIs that they court investigation of ma-
terial, make, fit, and finish.For sale by the leading Wholesale Houses
throughout the Dominion.**COLLARS...**

IN ALL STYLES

85 Cts. a Dozen**BALBRIGGAN UNDERWEAR**

Plain or French Neck Finish

Can Offer Special Inducements

Natural Wool Underwear, Ribbed Skirt	..\$7.50 dozen
Underwear in three shades, to retail at	.. 0.25 each
Can improve on usual prices of stripes to retail at	.. 0.50
Hernsdorf Black Half Hose, full finish, from	.. 1.25 up
Black Lisle (Hernsdorf) at	.. 2.25

TAN SHADES A SPECIALTY

Second Importation Summer Neckwear now in
 Endless Variety in Cotton Ties
 Alpaca Umbrellas at \$5.50 and \$7.50
 Our Leader in Silk Umbrellas at \$12.00

WRITE FOR SAMPLES

GLOVER & BRAIS

184 McGill Street, MONTREAL

ARBITRATION IN ONTARIO.



ARBITRATION is a new force in industrial and commercial circles. It aims to save the expenses of lawsuits—and a worthy object it is. Moreover it saves friendship—a worthier object. Ontario has adopted arbitration by an act passed last session empowering boards of trade in cities with over 30,000 of a population to appoint boards to settle disputes.

At a recent meeting of the Toronto Board of Trade, D. R. Wilkie submitted a report showing the special features of the scheme, and no doubt the other provinces of the Dominion will be glad to learn them. The report is as follows :

GENTLEMEN,—Your committee, in reporting the passing by the Legislative Assembly of “an act enabling boards of trade in cities to appoint general arbitrators for certain purposes,” desire to direct special attention to what is offered by the proposed system. Briefly stated, all the advantages may be reduced to the three primary essentials of justice : cheapness, celerity and certainty. Perhaps it may be well to give a few of the special features of the act at a somewhat greater length :

1. The majority of cases which will be brought for arbitration may be finally disposed of in a couple of hours.

There will be no lingering about courts day after day waiting for a hearing.

The hour will be fixed beforehand and strictly adhered to.

Accommodation will be provided for the hearing of several cases concurrently, and the panel of arbitrators will be sufficiently large to do away with the necessity of waiting the convenience of Judges, or the termination of protracted cases.

Forensic displays will not be encouraged, nor will the practice of cross-examination be permitted to be abused, the conduct of the chamber being under the control of men of business “anxious to get at facts and arrive at a common-sense conclusion as speedily as may be, with due regard to efficiency.”

The hearing of every case is to be continued *de die in diem*.

2. With a saving of time and a simplification of procedure will necessarily be a vast reduction in expense, and apart from legal assistance, which is at the option of either of the parties, the whole fees payable to the chamber, including arbitrators' fees, will not probably exceed \$20 for each sitting, whatever may be the amount at issue.

3. Disputants may conduct their own cases, or be represented by a legal advocate, barrister, or solicitor, or by other duly authorized agent.

The fees for witnesses will be the same as in an action in the High Court of Justice.

4. The panel of arbitrators will include representatives of all trades and allied interests, will be nominated by the Council of the Board of Trade and balloted for by the corporation.

The entire proceedings of the chamber will be considered strictly private and confidential, the parties and their agents alone being present, and no reports being issued.

5. The submission to arbitration once made (whether in the original contract between the parties, or by special agreement *ad hoc*), it cannot be revoked, nor is it affected by the death of either of the parties ; and the arbitrators may proceed in the

absence of any party who, after reasonable notice, shall neglect or refuse to attend on a reference.

Witnesses may be examined on oath, and all parties must produce all documents in their possession or control which the arbitrators may call for.

The personal attendance of all parties may be dispensed with if they prefer to jointly state a case, on which they agree to accept the decision of the arbitrator.

The rules further provide for an impartial legal assessor to whom any question of construction of documents or admissibility or relevancy of evidence or other legal question may be referred by the parties or arbitrators for their guidance, thus safe-guarding the parties by the advantages of practically an inexpensive judicial determination of matters and avoiding the necessity of procuring legal advocacy to guard against departure from legal and judicial rules.

The advantages of this are so obvious in inexpensively settling disputes, no matter how large the sum involved, as to require no comment. It may be proper to say, however, that in England it has been found productive of the greatest benefits, ensuring, as it does, the disposition of cases as satisfactorily as if tried before one of the courts, without the necessity of the enormous expense of litigants having to retain solicitors and counsel to advocate their views.

The chamber gives trained experts or practical business men, with power to call in trained impartial legal assistance where necessary.

The award of the arbitrators may be enforced in the same manner as a judgment or order of the High Court of Justice to the same effect, so that there are at least five different advantages which the chamber offers over the ordinary methods and remedies :

(a) A convenient place for hearing, with all the machinery of a court.

(b) Carefully adjusted rules of procedure, which will act as a guide to disputants.

(c) A selected, officially organized panel of arbitrators.

(d) A regulated, moderate scale of fees.

(e) The assistance of a special “legal assessor,” to sit with the arbitrator or arbitrators and advise and assist him or them in the arbitration.

Herewith your committee beg to submit for your approval rules and regulations for the efficient carrying out of the objects of this act, prepared as per resolution of the council.

All of which is respectfully submitted.

A Buffalo despatch says : J. A. N. Ratte, of Montreal, will be tried at the September term of the United States District Court, to be held in Buffalo, on a charge of smuggling. He was arrested and held for trial in Boston. Ratte represented J. B. Laliberte, of Quebec, a fur agent. He is credited with picking up customers among Americans visiting in Montreal and sending them to Laliberte in Quebec. The furs bought were shipped to the buyers in an ingenious way. They are alleged to have been brought over the lines in mail bags by railroad men in the employ of Ratte and running from Montreal to Troy. From Troy the furs were sent to buyers by express. Ratte was in Boston a few days ago, and his arrest was made upon the advice of Assistant United States District Attorney Mackey.

THE PITFALLS OF THE RETAIL TRADE.

AN "HONORABLE MENTION" ESSAY; BY JOHN T. JAMES,
INTERNATIONAL BRIDGE, ONT.

TO attempt an enumeration and consideration of the entire catalogue of the pitfalls which beset the pathway of the average retail merchant, would be a task far beyond the scope of this brief essay, and perhaps much farther beyond the scope of our modest powers to deal with it; for truly their name is legion. But we can perhaps discuss a few of the most commonplace and dangerous ones, with mutual profit to both writer and reader. One of the first errors so common to would-be merchants, is the presumption that training and apprenticeship are by no means essential pre-requisites to the successful retailer. It is a dangerous though popular error to suppose that one man's success is a guarantee for the prosperity of all who choose to embark in a similar calling, if only they are equally diligent and persevering. Diligence and perseverance are undoubtedly essential qualifications of the successful merchant, but these alone are totally insufficient to cope with the keen competition and reckless price-cutting of to-day. The aspirant for prosperity and success in the mercantile world will need to preface his diligence with a practical commercial education, and add to this a training or apprenticeship for his choice of business, a personal fitness or tact in dealing with his fellowmen, a Job-like patience to meet calmly the unreasonable demands of capricious customers, a quiet self confidence, begotten of sterling integrity and uprightness, an unflinching perseverance, and such a cash capital as shall enable him to buy a modest stock for all, or at least two thirds, cash. With these, or the most of these qualifications, and a desirable location, where there is evidently an opening for an enterprising merchant, any man should be able to make a thorough success of mercantile life—always barring those accidents or misfortunes over which we have no personal control. He is thus starting clear of one of the first and commonest pitfalls to the retail merchant.

Another error which often leads to disaster is that of "Careless Buying"; not necessarily from lack of judgment, or ability to buy well, but from various causes, such as a desire to appear as a heavy dealer in the eyes of the house or their representative, the inducements of job lots, clearing lines, etc., at cut prices. For these and other kindred reasons, men of otherwise business habits often over-stock and handicap themselves. Many a merchant has hampered and crippled his financial standing through over-stocking, and some may even trace their total failure to this as a chief cause. Beware of the pitfall of "Careless Buying." This leads me to speak of another and kindred danger, viz., "Forward Dating." I do not mean by this the legitimate taking of orders in advance of the season, and then forwarding the goods as soon as ready, and dating them at the proper time for commencing either spring or fall trade. This I believe to be a sound business method, alike beneficial to the retailer, wholesaler, and manufacturer. But the danger to the retailer is when travelers or salesmen at the house induce him, by the offer of six or eight weeks dating ahead, to buy goods which he has no need of, and would not otherwise think of buying. That many merchants are thus over-persuaded, over-stocked, and financially weakened, I am fully convinced from personal experience and observation. Buy what you need only. Forward datings, like bad pennies, always turn up, and generally fall due just when you are least prepared to meet them.

Another very common danger to retailers is jealousy of the success of their competitors. Verily, the number of men who bring trouble upon themselves—and, perchance, upon their friends and creditors, too—through the indulgence of this passion, is very great. No man can expect success in business who utterly ignores or underestimates the strength of his competitors. It is certainly well to measure this as nearly as is practicable, and gauge one's own methods thereby. To know the strength of an opponent is at once indicative of the power we need to overcome in the contest. But, after all, merchants doing business in the same locality are not necessarily—in fact, should not be—enemies, nor even bitter opponents. There is, or ought to be, room for all to succeed without injury to each other; and the man who spends his best energies in attempting to thwart or balk his fellow merchant, rather than in seeking to develop and improve his own business, has certainly missed his calling, and would probably succeed better in the professional rank as a public executioner, where there would scarcely be sufficient competition to exercise his jealousy. Certain it is that such men are totally unfit for retail business, and are a menace to the peace of the trade generally. "Mind your own business" is an excellent motto for all. I want to be selfish enough to give the closest attention and devote my very best abilities to making my own business successful. If, while I am doing this, my neighbor does likewise, why "here's success to him." I would like to say just here, in parenthesis, that probably the most effective way of removing this miserable spirit of petty jealousy is by the formation of local business associations, in which the local merchants meet sociably and come to know each other's better qualities, and realize that their interests are largely mutual and identical. I have written somewhat at length on this point, knowing full well that in many places this evil is like a cancer, eating its way into the vitals of the retail trade.

I will now treat the pitfall of "Reckless Credit." I mean by this the giving of credit carelessly, foolishly, needlessly, yes, too often, wantonly. One merchant gives credit carelessly, because he has not urgent need of the ready money, forgetting that just when he does need it his debtors will be almost sure not to have it for him. Another gives credit foolishly to customers whom he knows to be doubtful, or, perchance, even bad pay, for fear his refusal to do so should drive these patrons to the rival store, as though the keeping of such customers (even including their good will and recommendation to other customers) was almost his only chance of success. I would a little rather that my competitor should have these dubious pays; he is heartily welcome to them, patronage and all.

Another gives credit needlessly—makes it cheap—yes, even wantonly advertises that he is able to give extended credit, just to try and build up a large trade, not a sound one. Oh, no; but the reputation of doing more business than anyone else in that locality. One day this class of merchant is liable to find that his creditors are in urgent need of money, while his customers are just in the same position. Down comes the curtain, and up goes the red flag. Any man with ordinary ability and tact can sell all the merchandise he wants to; but it requires sound judgment and the exercise of great care to avoid piling up in his ledger stocks of uncollectable accounts. I do not believe that the mercantile world can adopt successfully a universal cash system for transacting business. Perhaps it is not after all the great desideratum of the trade; but I do believe that a large amount of credit which ought never to have obtained is given in

some of the reprehensible ways enumerated above. Apropos of this credit question comes the item of "extensions" from one's creditors. Every retail merchant should aim at buying for cash, or as nearly so as possible, and thus secure the goodwill of the wholesaler as well as his very best goods and prices. But as every consumer cannot pay cash as he goes, so it is not every retailer who can take advantage of the cash discounts, even though he be financially sound and strong. But he must needs keep clear of extensions of time, or he will soon come to the end of his credit. Buy light, sell carefully, collect vigorously, even severely if need be, rather than resort to extensions.

Another serious danger, and one that is very common among country merchants, especially those who have tumbled or jumped into mercantile life, without any training or apprenticeship, is the neglecting to take stock regularly, or, perhaps even worse, never taking stock. Being myself (a country general merchant) at the present time (February) engaged in stock-taking, I am fully cognizant of the difficulties which beset one in this unenviable task. The rural merchant rarely keeps a large staff of clerks who can each take stock of his own department, as the city merchants do, but in many instances conducts his own business personally, with the help of his wife or perchance a boy or two, whose ideas of business methods and requirements are, to say the least, crude and indefinite. To such a merchant the task of stock-taking is stupendous (I speak from experience), and very few attempt to take it annually. And yet it is almost or quite as essential to the intelligent conducting of such a business as to that of the much larger and better regulated city institutions, where stock is usually taken twice a year. The cleaning up and bringing out of articles mislaid or forgotten, the knowledge obtained of what lines have hung fire and require pushing off at a sacrifice, in fact the general re-introduction of yourself to your own stock in all its bearings and to your own financial standing, or perhaps falling, abundantly repays one for the many weary days—aye, and nights too—spent in measuring spool threads, weighing penny clay pipes, counting red herrings, balancing your books and balancing up the cash, which, if you haven't got, you ought to have, and and will be all the more likely to have as one result of your stock-taking. For very few merchants have anything like a true conception of the state of their books, until they get right down to the stock-taking list. Then they realize the importance of steady collecting, and begin at once to solicit payments, with varying success. The merchant who fails to take stock regularly is as much at sea, proverbially speaking, as the mariner who fails to take bearings and consult his chart.

This, again, leads me to speak of the inestimable value of a trade paper. Our forefathers traded and got gain, and amassed fortunes—such fortunes, too, as scarce fall to the lot of even the most successful men of to-day—without the existence of trade papers, or other external help specially prepared for their guidance through the tortuous channels of mercantile life to the haven of success. But, in their day, the general public were not versed in all the details of trade and commerce, as they are to-day, through the medium of the press; and the man who would to-day meet the requirements of the trade, the wants of his customers, needs to keep posted on changes in styles and fashions, variations in colors and designs, the fluctuations in prices and values, to say nothing of the general review of the world's trade and its varying tendencies. If retail merchants of to-day would keep abreast of the age—this wonderful age of steam and electricity and rapid development, and the mighty public press—

surely one of our most efficient helps will be our trade journal: always presuming that this paper is true to its name, and faithfully reflects the conditions, requirements and resources of the trade.

I will now deal with that dangerous, even suicidal, practice, so common among tradesmen of all classes, and yet so prolific of trouble, and so often fatal to all chance of success in business: "Price Cutting."

The evident assumption on the part of him who makes the first break, that his competitors either cannot, or will not, follow suit, or even go him one better, is altogether too childish for men of enterprise and brains to indulge in. And yet we find men of large business capacity resorting to this method of building up trade, and meeting cut after cut among their competitors, until one or more go down in the struggle, and having effected satisfactory (?) compromises with their creditors, survey with complacency the ludicrous spectacle of said creditors in a keen and close contest for first chance to re-establish these men in their folly. Of course if the chief aim and object of a merchant is to do business at any cost, win or lose, make or break, then price-cutting is perhaps one of the best and surest means to that end. If, however, on the contrary, I, together with many of my fellow merchants, have a true conception of our mission among men, it is this: To supply the needs of the public in our particular line of trade at such prices, as, doing justice to our patrons, shall yet leave us a sufficient margin of profit to provide us a comfortable income during active service and a moderate reserve for the declining years of inactivity. I have no hesitation in charging the folly of price-cutting with a large share of responsibility for the inauguration of the P. of I. and kindred movements, which, while not proving the panacea promised and failing signally to meet the expectations of their promoters and patrons, have yet served to injure both retail and wholesale trade very materially. If we cannot do business without cutting prices we have evidently mistaken our calling in life. I submit that the retail merchant who, after due training and apprenticeship, embarks in business with the purpose of doing justice to himself and his patrons, not forgetting his natural allies—the wholesale men—can and will achieve an unqualified success, barring accident.

And now may I be permitted to digress slightly from the precise subject of this essay, and say that what is true of us retailers is largely true also of wholesalers. That our interests are almost identical. That there exists among a portion of the retail trade a distrust in, and almost an antipathy to, the wholesaler as one who would defraud us if possible. That this idea is false and utterly unworthy of a place in the minds of any intelligent retailer. That just as we supply the wants of the public, so the wholesaler supplies our scanty stocks, and when we suffer from depression or stagnation the wholesaler suffers in company with us. That, in short, we are, or ought to be mutual friends, ever feeling a kindly interest in each other's welfare, and thus making even business relations pleasant as well as profitable. If the time should ever come that I cannot deal pleasantly with my friends the wholesalers, I will wind up my mercantile clock and retire.

FRONTIER.

"HONORABLE MENTION" ESSAY; BY A. A. DOUPE, AYLMEER, ONT.

The first pitfall, in my opinion, is want of sufficient capital. I ask, where is the man that can run a retail dry goods business, and make it a success, without capital at least equal to the am-



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ount of stock that he intends to carry? Many a man has tried to do so; and experience is certainly a great teacher. But they are few and far between who did not find out, sooner or later, that they had made a mistake which was the means of relieving them of their insufficient capital, which left them one hundred per cent. worse off than they were before, with their capital all gone, and a good name sacrificed, which, Solomon says, is better than gold; with credit's door locked, barred and bolted against them to the commercial world, and leaving them out in the cold world to dig, borrow or beg.

Another pitfall appears to my mind to be the want of education; not so much mental education as practical education—proper training by men of true business principles and large experience. The young men of the present day, in most cases, on leaving the high schools and sliding into long pants, go forth into the commercial world of business, not with minds open to receive instructions, but, in their opinions, they are both able and willing to give instructions, when as yet they know nothing of trade and commerce, and know nothing of the true principles of conducting a retail business. Can it be expected that such men will make a success of business? Experience answers: "No."

Another pitfall of the retail dealer is careless and reckless buying of goods. In many cases the retail man goes to buy goods, not knowing just what he does want, and not being properly posted in the price of goods (as he ought to be); and, which is of the greatest importance to any buyer, he allows the wholesale clerk or traveling salesman to dictate to him the different kinds of goods to buy—that is, in his (the traveler's) opinion. At the same time, the traveler may have only the remotest idea of the class of goods that would be saleable in that locality; and in this way many a retail man gets loaded up with a class of goods that he cannot sell at a profit, and is compelled to keep them on his shelves until they become worthless, or sell them off at half price, or less, to get rid of them.

As quite a few of the commercial travelers of the present day are broken down merchants, men that knew enough to run a business to destruction, this class of men are certainly not the best source from which the retail man ought to receive instructions. The retail man should never forget that it is the sole business of the traveler to sell goods. And it is also the business of the retail man to buy what goods he wants, and only what he does want, and not allow the commercial traveler to be both seller and buyer as is too often the case. It has often been said that goods well bought are half sold; therefore, in order to buy goods right, the buyer ought to be able to remember the price of each line of goods. Not only the price, but the quality, the weight and the texture, and be able to compare value with value, which is the best way of judging the price. Not only to be able to compare value with value, when you have the goods side by side, for almost any person can compare values then, but to be a successful buyer you want to be able to remember the weight, texture and quality of the goods that you may have examined for the past three or four weeks, and be able to compare the value of them with the goods that you examine to-day. If the retail men would make a closer study of these things in buying goods, some of the pitfalls might be avoided.

Another source of accumulating retail stocks is that of allowing wholesale houses to substitute goods.

For instance, a traveler sends in an order from a retail man for just the kind of goods that he needs, but when the order arrives at the wholesale house perhaps two or three lines of the

goods ordered are sold out (which is liable to occur with any firm). And I am sorry to have to say that there are some firms that will stoop low enough, or allow some of their employees, to fill up the order with unsaleable goods that have been on the shelves for a year or longer, and then try to justify such an unjust act by thinking that the retailer is a good fellow and will not be likely to return the goods; while, if the retailer keep the goods, they will only add more to his already surplus and unsaleable stock, when such goods ought to have been sold in the wholesale house at job prices or put on the auction mart. Do not misunderstand or accuse me of speaking disparagingly of wholesale firms in general, for I am not ignorant of the fact that many of the best and truest men of Ontario are engaged in the trade and commerce of the country—men that would scorn to tell a lie or do an unjust act to any man, and in many cases they have been too lenient with their customers to their own personal loss.

Another pitfall, selling goods on credit—retailing goods on credit to good customers on four or six months time—has its disadvantages; but selling goods on credit on indefinite time, or perhaps when the customer sells his wool, or his wheat, or when he gets his money from the cheese factory, are not to be depended upon, and most of such cases bring loss to the seller.

Some dealers are so anxious to do business that they sell goods to anybody and everybody who promises to pay some time, and in many cases they find out when too late that the bird has clapped his glad wings and soared away to a more congenial clime, where other stores give credit and pay-day never comes. Better to keep the goods on the shelves as assets than to have sold them, or more proper to have given them away, and then to have to lament over the loss of bad debts. Some sanguine person perhaps says by way of consolation: "No use to cry over spilled milk." That's all right for the other fellow; but when the milk is your own, and all you have is spilled, and no prospect of getting any more, it makes things feel very much different.

The next pitfall I wish to draw your attention to is one that many an honest retailer has to combat against to his own loss. Permit me to illustrate this point. Mr. A starts into business on the north side of the street, in some town or village, with a capital of five thousand dollars. He is a just and honest man, he pays one hundred cents on the dollar to everybody, by being careful and saving he is able to make an honest living, and perhaps save a little. Mr. B starts into business on the south side of the same street with a capital also of five thousand dollars, both men being on equal footing at the start. Mr. B is a man that thinks that the world owes him a living, and a fast living at that, forgetting that he owes the world a living by being permitted to live in the world, and occupying as much space as would satisfy a much better man. For every dollar that B makes he spends two, and in a year or two he is not able to pay for his goods as they become due. Now he asks the wholesale men to extend his credit—and in too many cases the request is granted—while the retailer, in order to have sufficient money to gratify his fast, life begins to sell goods at cost or less than cost, and after awhile you hear that Mr. B has failed, and then in a few days he makes a compromise with his creditors at 40 cents on the dollar, with a promise to pay in four, six, and eight months. Then he is Merchant B again. Now, if he knows anything, he must know that he cannot make business a success, and he becomes reckless and sells goods at any price to get cash. If Mr. B did not get a compromise

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then his stock would have been sold to Mr. C at, say, 50 cents on the dollar, and Mr. C would slaughter the goods to the detriment of Mr. A. In the name of common sense how can it be expected that honest men like A can stand against such unequal disadvantages. Plain English can only explain this as putting a premium on dishonesty, or legalizing robbery; but just so long as wholesale men can be duped into compromises, so long will they find dishonest men to take advantage of their good nature and liberality. The sanguine reader may think that I am only giving the dark side of the picture. That's what I am trying to do, kind reader; there is no bright side to dishonesty, and the more that you look at it the darker and blacker it gets, and I cannot think of a better way of stopping it among retailers than for the wholesale men and manufacturers to sell goods on thirty days only, and not on longer terms, and it will not be very long until the mercantile business would be rid of dishonest men, and another pitfall of the honest retailer filled up and macadamized.

My last point is on carrying too large a stock of goods. Many a retail man with a stock of \$7,000 does not sell over \$10,000 a year, when he ought to make an overturn of double that amount without increasing his stock. Buying goods because they are cheap is one of the pitfalls that too many retail men allow themselves to fall into. Goods are not cheap at any price unless they can be sold at a profit; and some men cannot say no, with sufficient snap in that no, to check the oily tongue of the over officious drummer.

I have been often surprised at the amount of knowledge that some drummers can carry. They can tell you all about your business and everybody's business. They can tell you just the kind of goods that you need and the quantity to buy. They are men of great knowledge, and always ready to give instructions, solicited or otherwise. Indeed, the retail men could not get along very well without them. And yet I notice that there is one kind of knowledge that they fail to impart; and that is, to give the retail man the secret of how to sell goods as fast as the drummer would fain make him believe that he ought to buy goods.

In order to keep clear of pitfalls, the retail man ought, first of all, to know himself, and he ought to know his ability, and above all he ought to know his own business. And he would need to be as wise as a serpent and as harmless as a dove. As his business makes him the servant of many, he ought to be the enemy of none.

CANADIAN HONOR.

FOLKS tell me our Canadian mark
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The Yankee confidential clerk
From Canada is drawn.
He ain't, perhaps, so pizen smart
As them that's Yanks by rights,
But then, of hard work he ain't scart,
An' he allers honor bright.

I likes to hear us our own boys,
Like as I helps to raise,
Is decent lads, such as enjoys
Well-meanin' peoples' praise.
I'd rather have my boy a dunst
Than cock of all the light,
Ef some good man 'nd jest say wunst:
"He allers honor bright!"

Twas honor made our England grand,
In the old days, afore
Boys quit the farm and lent a hand
To buyin' in the store;

For stores is nests of lies and tricks,
Meanness and low down spite;
I'd rather have my boy pile bricks,
An' he allers honor bright.

I ain't no politician now—
I wunst was, but I quit—
'Twas all a nasty dog-pit show.
Biter and biter bit.
They didn't care a single cent
For right that wasn't right,
And half the votes in Parlyment
Was down on honor bright.

And parsons, too, they make me sick,
With meetin's of all sorts,
And wond'rin' who's the next they'll stick
At what they call church courts.
Why don't they try to feed their flocks,
And lead 'em to the light;
Ef Christ came down He'd give 'em shocks,
For He was honor bright.

So, my dear young Canadian friends,
Think of the land you love;
England can't splice our ragged ends,
Nor vet won't Heaven above.
You've got to make her manhood known.
A walkin' in God's sight,
Till all the world is forced to own
Canadian honor bright.

—J. CAWDOR BELL, in *The Week*.

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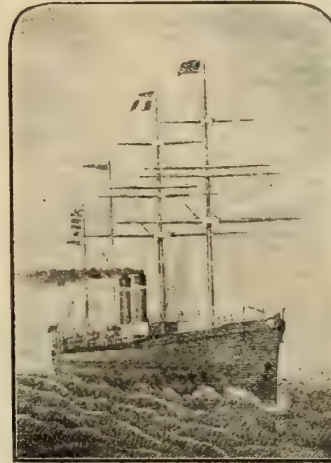
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H. & A. ALLAN, Gen. Agents, Montreal.

or H. C. BOURLIER, 1 King St., Toronto.

When a man
buys a safe he will do
well to consider **quality** as
well as price. Judge for
yourself whether our safe with
double tongue and groove
door is not as near perfection
as has yet been produced.

J. & J. TAYLOR

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Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

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TORONTO

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All kinds of Boot and Shoe Laces
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Braids of any Kind or Width

The above are made in Cotton, Wool (Mohair or Worsted) or Silk.

Send for Samples and get Quotations

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Established 1792



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Tailors' Linen Threads

—ARE—

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.. Evenness and Strength ..

IN USE FOR THE *PAST 100 YEARS* BY THE

Best Tailors
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DEMAND KNOX'S AND TAKE NO OTHER

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

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Sold by leading jobbers,
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Caldecott, Burton & Spence, Toronto
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S. Greenshields, Son & Co., Montreal
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WOOLENS AND
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Balmoral Buildings,
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Canada.

Huddersfield,
England.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."
THOMSON'S
ENGLISH MADE,
Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular
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The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears
our Trade Mark, the Crown. No others are genuine.

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Manufacturers
for the Whole-
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Standard Lines
of Fine Linen
Faced Collars
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COMET OPERA HANLAN
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MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
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Only the very
best materials
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these Goods

CANADIAN COLORED OTTON MILLS CO. 1894

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

— **NOW READY** —

See Samples in Whole
sale Houses. **D. MORRICE, SONS & CO. AGENTS**
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Show Cases, Amberg Letter Files,
Cashier Cash Registers, Mantels,
Pulpits, Church Chairs, Lodge
Furniture and Library Furniture.

Large stock must be closed out at Manufacturers' Cost.
Giving up Manufacturing these lines.

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MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
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Merino and Medium. Men's Full Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



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EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
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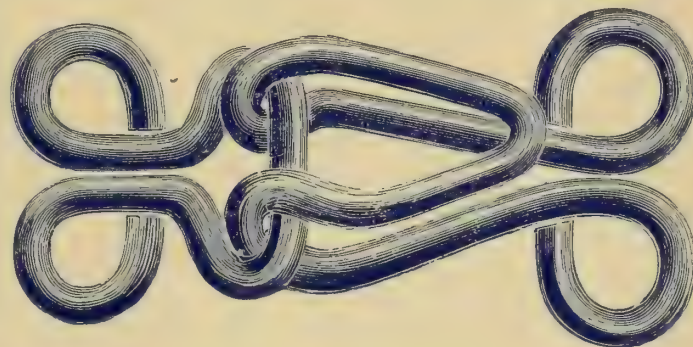
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Annual sales exceed 500,000 bottles.
Sold everywhere.

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Office and Sample Room, 15 Victoria Square, MONTREAL.

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MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
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OFFICE.—

24 Catharine St. North.



John Macdonald & Co.

TO THE TRADE

Special. Have this week received a number of shipments for the **MID-SUMMER TRADE.**

Novelties in Men's Neckwear and Braces. The new Fantasma Fans. Metal Belt Clasps. Hair Pins and Dressing Combs put up in a new and attractive form.

200 Dozen. Another delivery of our famous low line Flannelette Shirts. "No advance in price." We can deliver at once.

The New Color. Irish Point Laces in the new color which is so much in demand—**Butter Color.**

Linens. Tablings, Towels, Towellings, Hollands, etc., including our well known brands of Blarney, Crofter, Ruby and Twill Towellings.

Canadian Tweeds. A special purchase of a few hundred pieces greatly below regular price, in a low line.

Orders solicited. . . .

Filling Letter Orders A Specialty.

John Macdonald & Co.

Wellington and Front
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WE BEG TO SAY....

That for many years past we have been by far the most extensive Dyers and Finishers in Canada, and this position has been maintained by close attention to business and constant adoption of the latest improvements in machinery and appliances for the production of high-class work. Many years' experience has proved that the best work pays and is the most appreciated by our customers.

All Wool and Union Dress Goods

Dyed and Finished, guaranteeing no shrinkage in the width.

Mohair, Military and Serpentine Braids

Dyed and put up.

Wool Hose

Dyed and put up in boxes or papers. Boxes charged extra. Our blacks are guaranteed fast.

Soft Silks and Union Ribbons

Dyed, Finished and Re-blocked.

Ostrich Plumes . . .

Cleaned, Dyed, Curled and Made Over into the latest styles.

Tweeds, Worsteds and Cheviots

Dyed and Finished.

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787 to 791 YONGE ST.

TELEPHONE 3037 AND 3640.

R. PARKER & CO.

DYERS AND FINISHERS

New goods should be shipped
to the works direct.

TORONTO, ONT.

1894

THE CANADIAN DRY GOODS REVIEW.

HATS

CAPS & FURS.

JULY

MILLINERY
& CLOTHING.



MY WIFE WANTS

THE
"Health Brand"
Underwear

THIS TIME: NOTHING ELSE
WILL DO, AS IT IS **ALWAYS**
SATISFACTORY, AND IS GUAR-
ANTEED.

• • • • •

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THE
Montreal Silk Mills
Co., Limited

MONTREAL

PUBLISHED BY
THE J. B. MACLEAN PUBLISHING CO. LTD.
TRADE JOURNAL PUBLISHERS
TORONTO, ONT.

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16-18 St. Sulpice St.
PHILIP DE GRUCHY, Rep.

TORONTO OFFICE
Canada Life Building
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MOST PROFIT
TO THE
DEALER

HERCULES
SUSPENDERS
WARRANTED
TWO YEARS

BEST
SATISFACTION
TO THE
WEARER

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.

PERFECT
SHAPE.

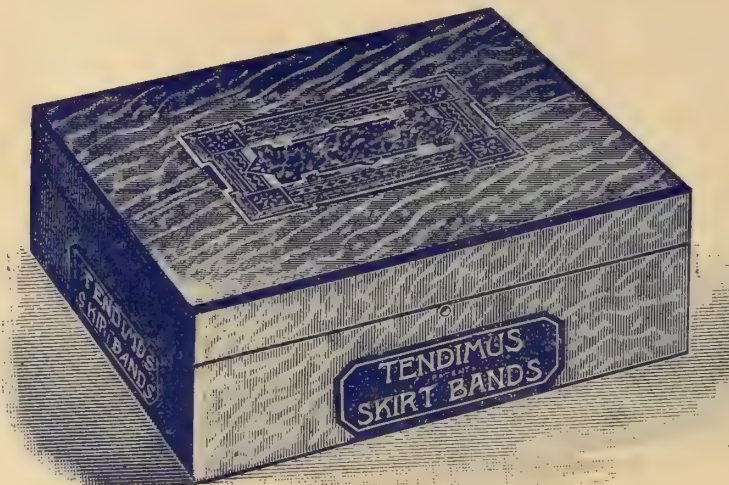


Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
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Also in 3 doz.
Strong Cloth
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And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

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KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
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SHETLAND
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WOOLS

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J. and J. BALDWIN
MANUFACTURERS

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THE...

RING SCARF

Is having a run with us now.

We are showing it in New

LIGHT and DARK**FANCY SILKS**

ALSO

FANCY HOP-SACK**..... BRAIDS**IN WASHABLE FABRICS
all at popular prices.

Special attention paid to letter orders.

E. & S. CURRIE

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S. Greenshields Son & Co.

— MONTREAL.

SPECIAL VALUE IN

Canadian Prints

We have made large clearing purchases from the Magog Mills, which we offer below Manufacturers' prices.

SOLE AGENTS FOR
.. CANADA FOR**PRIESTLEY'S**

WELL-KNOWN

Dress Fabrics and Cravenettes.

Thouret, Fitzgibbon

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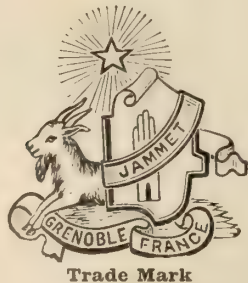
MONTREAL

Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Orders
for
Sample
Packages
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SPECIALTIES.

NO OLD STOCK CARRIED.

Fresh Goods

In Summer Shades.

Blacks

In Monthly Shipments.

The Worsted Weaving Co.

BRADFORD, ENG.

Being the Sole Manufacturers of the Celebrated

"Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence," the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear.

Our travelers, who are now on the road with fall samples, will show you these goods with our assortment for the season.

54 Bay Street,
TORONTO.Geo. H. Wilson,
Manager.

Lister's SILK SEALS,

Lister's SILK PLUSH.

"LISTER'S"

A Familiar Household Word

Lister's SILK VELVET

Lister's MOHAIR PLUSH

LISTER & CO.

LIMITED

Manningham Mills, BRADFORD, YORKS

H. L. SMYTH & CO., Montreal and Toronto

Sole Agents for Canada.

T.B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

**EMPIRE CARPET
WORKS...**

St. Catharines
ONTARIO

We make **UNIONS**
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

. . . Emblematic Designs a Specialty.

Will call or forward samples on application.

JAMES H. ETHERINGTON

PROPRIETOR

St. Catharines

FALL 1894

CALDECOTT, BURTON & SPENCE

FALL 1894

Our Contracts are complete and we shall show for the FALL SEASON, 1894, a large collection of goods in the following departments—

Dress Fabrics

From the looms of France, England and Germany.

Dress and Trimming Silks

Latest styles French, Swiss and German.

Ribbons, Laces, Curtains

Every fashionable color. Choice designs.

Hosiery, Gloves, Underwear

Every size Children's, Women's and Men's in Cashmere, Merino, Heavy Wool and Silk.

Jet, Braid and Fur Trimmings

To match Dress Goods.

The stock will be *Up to Date* in those goods that are in demand and which *Build Up Business and Produce Profit* to the *Live Retailer*.

CALDECOTT, BURTON & SPENCE
TORONTO



TORONTO

**FALL
DRESS
GOODS**

W. R. Brock & Co.



Acknowledged by the whole trade to be the most difficult department to handle profitably.

Samples now in the hands of our travelers represent the result of our efforts, and we are pleased to find that our selection is meeting with the best evidence of approval from the cream of the trade of Ontario.

We ask our friends not to give import orders till they have an opportunity of inspecting our whole lot of samples in this line.



TORONTO

W. R. Brock & Co.

CANADIAN DRY GOODS REVIEW

VOL. IV.

TORONTO AND MONTREAL, JULY, 1894.

No. 7.

THE J. B. McLEAN PUBLISHING CO.,
LIMITED.

Trade Journal Publishers,
AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

J. B. McLEAN,
PRESIDENT.

HUGH G. McLEAN,
SEC. TREAS.

SUBSCRIPTION, \$2.00.

Published the 15th of Each Month.

BRANCHES :

MONTREAL—146 St. James St.

E. DESBARATS.

NEW YORK—Room 93-99, Times Building.

ROY V. SOMERVILLE.

CHICAGO—60 Wabash Avenue.

EDW. S. MACKENZIE.

LONDON, ENG.—Canadian Government Offices,
17 Victoria St., London, S.W.

R. HARGREAVES.

JOHN CAMERON, General Subscription Agent.

THIS AND NEXT ISSUE.

This issue is devoted to a consideration of the Canadian carpet industry, showing the proportions to which it is developing.

The August issue will be the Special Fall Announcement number. It will be embellished with a special cover and will be double ordinary size. Be sure you receive your copy.

A HEALTHY SIGN.

A falling off in the amount of the duties collected at the various ports of entry in Canada must be considered as a healthy sign. True, every person who is interested would be glad to know that our imports are increasing rather than diminishing. But considering the low price of wheat, wool, and cattle, the bad effect that the United States miners' strike, and the United States railroad employees' strike, are having in Canada, and the depression in trade generally, it is well that Canadian importers have decided to buy less for a few months and dispose of present stocks.

To increase the nation's obligations just at this time would be disastrous. Hence, however much the necessity for a restriction of importations may be lamented, the fact that such is the case cannot be regarded as an unmixed evil.

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List of Canadian Carpet Mills.

Latest in General Bazaar Matter.

Special Montreal News.

Special Toronto News.

The Dress Goods Trade.

Artificial Silk.

Money-Wasting Advertising.

Men's Furnishings.

Trade Chat.

MAY TRADE WAS QUIET.

General business during May was very quiet if the bank note circulation is any criterion.

During the month it declined \$1,530,000, and at the end of May stood at \$28,467,000, the lowest figure for this period in many years, as the following comparative statement shows :

CIRCULATION IN MAY.

1894.....	\$28,467,000	1890.....	\$30,831,000
1893.....	31,927,000	1889.....	30,012,000
1892.....	31,383,000	1888.....	29,278,000
1891.....	30,917,000	1887.....	30,086,000

Of course, owing to the general decline of prices during the past year, the circulation of 1894 is undoubtedly equal to the circulation of 1887. This is an important consideration when comparing distant dates.

Still the bank reports which have been published during June show that nearly all the banks have done an increased business for the twelve months ending June 1st, 1894, and have made a good profit. Most of them have also increased their reserve funds, and hence a bank panic is unlikely—yea, impossible.

MISTAKES IN BUYING.



slight, is exceeding costly, and to whom a great deal of mercantile wisdom is usually attributed.

In Toronto and Montreal are a class of mercantile firms whom we generally designate "wholesalers." These men import large quantities of dry goods, and sell them to the great body of retailers throughout the country. They do not confine themselves to importing, but also handle domestic goods such as hosiery, underwear, cottons, etc. But it is their importing to which they look for greatest success and profit. This year some of these firms imported much less than usual, in view of the fact that trade was likely to be restricted in volume. This decision in regard to a lessening of their buying must have been reached by them last fall, as their buyers were then placing orders for goods which retailers secured this spring. The houses with this excellent foresight could be numbered on the fingers of one's right hand. The great majority of the houses pursued another policy.

This other policy was to import as largely as usual and restrict their purchases from Canadian manufacturers. The consequence is that one-half of the wholesale houses in these two cities are overloaded with imported goods, and their stock of domestics is almost nil. They are either selling these imported goods at cost, or less, or carrying them over until another season. If the latter course is pursued, they may be found unsuitable for the then reigning styles; if the former, they are doing themselves and their confreres in business a decided and a lasting hurt.

We are not denouncing the importing of foreign goods; but we are pointing out the evil results of weak importers trying to carry too high a head in foreign markets, while at home they are pulling in all semblance of their fighting horns. Not only is such a policy detrimental to the houses themselves, but it is detrimental to both Canadian and foreign manufacturers. To Canadian manufacturers because they lose orders at a time when they need them most; to foreign manufacturers, because their risks are decidedly increased.

Canadian manufacturers are suffering just now from a dearth of orders. They are not to be pitied from a certain point of view, as they have long been the voluntary slaves of a class which has little regard for them, and as they are as a class lacking in energy and independent action. Still, in their helplessness, one cannot fail to find a little compassion to bestow upon them.

This lack of orders is due in part to the mistakes in buying on the part of importers, as indicated above. It is due also to the fact that retailers who levy from manufacturers are not fully aware of what is required of them, and both retailers and wholesalers lack in the consideration to which domestic manufacturers are entitled. The agent for a manufacturer goes into a wholesale house and asks for the privilege of showing his samples. The reply is: "Our Mr. Smith is just going to Europe, and we will lay it over until he comes back." That is

right. The foreign manufacturer has a right to his orders two or three months, yes, six months ahead of the domestic manufacturer. Mr. Smith returns a few months afterwards and drops a few lines for the agent to call. He wants some goods, and if he can have them inside of six weeks, he will place a good order. The orders already taken preclude the possibility, and then there is a rushing hither and thither in a vain attempt to get suitable goods. Then unsuitable goods are bought—but then they are only Canadian, so it doesn't matter.

It is much the same with the retailer. He is not in his element unless he is buying from a manufacturer. Moreover he cannot lay aside his pickaninny ways and cannot get up courage enough to order ahead. He waits until the last moment and then sends in a "rush" order, "Ship quickest way," and expects the manufacturer to put on a double staff and work all night for him. The manufacturer doesn't, however, and the retailer loses some profitable trade.

To give domestic manufacturers a fair chance dealers must order ahead. It has to be done with foreign manufacturers, and should also be done with the domestic mills. The prejudice which belittles the importance of the latter class must be wiped away, and in its place must come a desire to give them every possible opportunity for that development which can come only from the co-operation of the two classes—the manufacturer and the middleman.

The manufacturer only makes to order. He prepares a large range of samples, but manufactures only the quantity of each sample that his customer orders. It is to the retailer and the wholesaler that he looks to gauge the public demand for each class of goods. The manufacturer prepares designs in huge variety; the jobber must pick out those which will suit the public, and estimate the quantity of each required. If these are not the offices of each, then the business is out of joint somewhere. Assuming, however, that these are the necessary duties of each, it can easily be seen that manufacturers are deserving of more consideration than they have hitherto received.

MISREPRESENTATION.

Nothing is more valuable to a retailer than his reputation. With a good reputation, he is rich; without it, he is poor indeed. To misrepresent the goods he sells is to play a game at which he will be eventually beaten. The punishment is inevitable, for vice, like virtue, brings its own reward.

The most common, and perhaps the easiest, form of misrepresentation is to show a cheap imitation in place of the genuine article. This, besides being hurtful to the morals of the person doing it, and besides being exceedingly risky with particular customers, is exceedingly unfair to the manufacturer who has established a reputation.

The Dominion Suspender Co., of Niagara Falls, write us that there are a number of merchants throughout the country who are said to be passing imitations of the Hercules suspenders on their customers. Some of them even hang these imitations on the D.S.Co.'s show racks. We cannot believe that there are men in the regular trade mean enough to do business in this way. Our opinion of them is contrary to all such assumptions. We sincerely hope that the information is based on one or two cases, and that dry goods men, as a rule, are above such things.

EXORBITANT CHARGES FOR REGISTERING TRADE-MARKS.



LETTER from a leading firm of manufacturers' agents in Montreal draws attention to the fact that the law in Canada with regard to the registering of trade-marks is away behind the times. Here is the letter:

MONTREAL, June 15th, 1894.
Messrs. J. B. MACLEAN PUB. CO.,
Toronto:

DEAR SIRs,—We have noticed your articles on Canadian Brands in THE DRY GOODS REVIEW. We have several times brought the attention of the Government to the price of registering Canadian trade-marks. The price seems to be out of all reason. In England it is £1; in Canada, \$25. Why there should be this difference, we cannot tell. If the price in Canada was \$5, a company like the Montreal Cotton Co. would probably register fifteen or twenty brands, or perhaps more, but at the price charged at present the expense would be very great. We would be glad if you would look into this matter.

Yours truly,

STEVENSON, BLACKADER & CO.

The Canadian system of copyrights, trade-marks and patents follows the British system in classification. In the United States trade-marks are classed as patents, and registration is obtainable only from the patent office. In Great Britain, on the other hand, trade-marks are classed with copyrights, and so they are in Canada. In the United States the fee for registering trade-marks corresponds with the fee for registering patents. In Canada one would expect them to correspond also; but not so. The fee for obtaining a copyright is \$1.50, and for registering a trade-mark is \$25. Why this enormous difference? Both are in the same department; why should the fees be so different?

The answer to these questions may be that fewer trade-marks are registered, and hence the department is too costly to admit of such small fees; that copyrights are more numerous, and hence the fees are, on the whole, nearly equal. If this is the answer, it can be met easily by showing, as the letter quoted above shows, that if the fees were reduced the number of trade-marks registered would increase in more than geometrical proportion. Registered trade-marks would become nearly as common and as numerous as copyrights.

But the more likely answer is that it requires a great deal of careful management and accurate recording to prevent one trade-mark clashing against another; and that the searching and close examination required with every new application means a very heavy expense. This answer can also be met. In Great Britain they have fifty classes of articles for which trade-marks may be registered. In this way much less searching of files is needed in order to ascertain if a similar trade-mark has been registered, and to prevent infringement. The British way of chronicling trade-marks against the Canadian method is simply "system" as against "no system." If the Canadian act were amended this new feature could be introduced along with some other very necessary ones.

The British act lays down the following scale of fees:

£ s. d.

1. On application to register a trade-mark for one or more articles included in one class..... 0 5 0

2. For registration of a trade-mark for one or more articles included in one class..... 1 0 0
3. For registering a series of trade-marks, for every additional registration after the first in each class. 0 5 0

It will thus be seen that British fees are much lower than Canadian. In Canada for registering a general trade-mark the price is \$30; for a specific trade-mark, \$25.

COMPARISON OF COST.

	IN ENGLAND.	IN CANADA.
To register one trade-mark at one time.	\$ 6 08	\$ 25 00
To register two trade-marks at one time.	7 28	50 00
To register ten trade-marks at one time.	16 96	250 00

A close study of these tables shows what an enormous difference there is in the cost in each country. Supposing a firm like the Colored Cotton Co., or the Montreal Cotton Co., desire to register twenty-five brands, the price is almost prohibitory. In Great Britain it is not.

The advantages of trade-marks are apparent only to those who have made manufacturing a study—not from the inside, but from the outside. Viewed thus, extraneously as it were, manufacturers who have built up a great trade are those whose brand was a guarantee of the excellent qualities of their goods. Who never heard of Joseph Rodgers' cutlery? When the school boy carries his first "Rodgers," and breathes on it to see the moisture quickly evaporate, he has reached the highest goal of his ambition—in that line—for he has the best in the world. The Wade and Butcher razors are known to every Canadian with the material for a beard. Other well known brands are Pears' soap, Colman's mustard, Keen's mustard, Dent's gloves, Hermsdorf's hosiery, etc., etc. Then there are well known Canadian brands. In canned salmon there are "Horseshoe," "Maple Leaf," "Inverness," "Balmoral"; in finnan haddies, the "Thistle" brand is a leader; while Fearman's hams and MacLaren's Imperial cheese are household words.

If Canada is to attain a stand as a manufacturing country, Canadian manufactures must be known by their brands. Economic history teaches this in no uncertain way. At present foreign brands are more popular, in many cases, than Canadian brands, because the latter are less known. The manufacturers of domestic underwear make their goods "Scotch underwear" because goods branded thus are known to the people and asked for. Canadian cotton manufacturers imitate foreign brands on some of their goods, and sell their goods as the product of foreign looms.

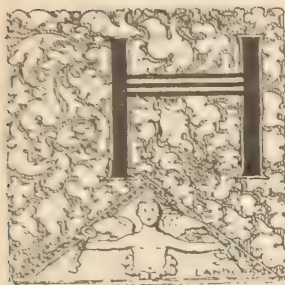
A Canadian manufacturing nomenclature is needed, and needed badly. It is gradually coming, but the progress of the vehicle is slow, as the "big fees" brake retards progress. Reduce the price for registration of trade-marks to \$10, and the number of active trade-marks used by Canadian manufacturers would double within a year. Reduce it to \$5, as in Great Britain, and the number would be trebled.

Manufacturers with brands to sustain will manufacture more honest goods, and the country's good name will be sustained.

The manufacturer with a brand pushes his goods more strongly than without one, and consequently displaces more goods of foreign manufacture.

The country would be immensely benefited were the Act of 1879 revised and the fees for registration reduced to a reasonable amount.

CARPET AND OIL CLOTH DUTIES.



HOWEVER the manufacturers may view the duty on carpets, the retailers—some few of them at least—are mad. Some of them are trying to boycott the goods of the Toronto Carpet Manufacturing Co., because its president was known to be at Ottawa after the Budget Speech. This promises to develop into a neat-sized fight, progress of which will be noted later according to progress.

So far as THE DRY GOODS REVIEW is concerned, we have contended that the duties were too high, and should be reduced. But to reduce the duty on carpets alone, without reducing the duty on the yarns from which the carpets are made, would be unfair. Both must be reduced together. If the Government at Ottawa finds that the manufacturers of woolen yarn must be protected, then they must rub the back of the carpet manufacturers with the same golden hand.

Let us unfold this argument more specifically. The duty on all woolen yarns costing less than 20 cents is, under the new tariff, 5 cents per pound and 20 per cent. All carpet yarn, we may safely assume, costs less than 20 cents. Let us examine the protection on the yarns:

Cost of yarn.	Duty.	Rate.
6 cents per lb.	6 1-6 cents.	103.3 p.c.
7 " " "	6 2-5 "	91.4 "
8 " " "	6 3-5 "	82.5 "
9 " " "	6 4-5 "	75.5 "

That is, the average duty on woolen yarns for use in carpets is 75 per cent. The duty on machinery for carpet manufacture is 27½ per cent. And so we might run through the list of raw material or necessities needed by the carpet manufacturer. The exception to this tax is that jute flax or hemp yarns, plain, dyed or colored can be brought in free.

On the other hand the protection on carpets is 3 cents per yard and 25 per cent. on unions, and 5 cents and 25 per cent. on all-wools. This means a protection of 30 to 35 per cent. on the manufactured article.

Now compare the protection on the manufactured article and on the materials used in the manufacture, and it will be found that the real protection of the manufacturer is not great. This is the only safe and proper way to estimate what the consumer pays to help the manufacturer.

Take off the duty on woolen yarns and carpet machinery, and then it would be only fair to reduce the protection afforded carpets. But both reforms must come together. One cannot be brought about without the other. Both classes of duties have been reduced this year. The duty on yarns has been reduced from 10 cents per pound and 20 per cent. to 5 cents per pound and 20 per cent. The duty on unions has been reduced from 5 cents per yard and 20 per cent. to 3 cents per yard and 25 per cent., and on wools from 10 cents per yard and 20 per cent. to 5 cents and 25 per cent. In both these cases the reductions are small.

The reduction on oilcloths is more thorough and is pregnant with results. The new duty is 4 cents per square yard. The old duty was 5 cents per square yard and 20 per cent.

Under this old duty the importation of low-priced English goods has been prohibited. This has been the case since 1885.

Before 1879 the duty was 17½ per cent. Between 1879 and 1885 it was 30 per cent. Neither of these rates kept out much of the English low-priced stair and floor oilcloths, and as the duty now is practically equivalent to that which obtained between 1879 and 1885, the importing will no doubt be taken up. In fact, some shipments are already on the way.

Canadian manufacturers in the meantime have got established and should be able to meet this outside competition much better than at the former periods. Their profits will be reduced, but they will no doubt continue to do a large business.

THE ST. CATHARINES CARPET MILLS.

ST. CATHARINES is splendidly situated to attract manufacturers. Over the Niagara Central there is an outlet to the Canadian Pacific and the Michigan Central. The Grand Trunk runs through the city, and the Welland Canal gives an opening to all the lake boats, so that goods can be shipped to Toronto, Kingston, Montreal, Quebec, St. John, and Halifax. This is a great advantage as lake freight is only about one-third as costly as rail freight, and is speedier.

The Empire Carpet Co. was the first mill to be established in St. Catharines. James H. Etherington was in Paris, Ont., for eight years, and about two years ago moved to this city. His is still the largest factory in the place, with thirty looms and a well-equipped dyeing and scouring house. Full particulars as to the class of goods manufactured and the names of representatives will be found elsewhere in the list of mills. Mr. Etherington comes of a family which have been 200 years in the carpet manufacturing, and as he says himself, was born with a shuttle in his mouth. At first in England, then in Philadelphia, and finally in Canada—this is the history of the family. Mr. Etherington has gained a reputation for clean, worthy carpets, and deserves the success which he has gained. He has paid great attention to the dyeing and scouring of his goods, and has won, as a result, the confidence of a large number of customers. Twice a year Mr. Etherington goes to Philadelphia to choose designs, and in this way always places a splendid range of samples before the trade.

Some three months ago Mr. Gates, a carpet manufacturer, of Woodstock, was induced by a small bonus to move to St. Catharines with his 28 looms. At first he formed a partnership with S. Syer, formerly with the Empire Carpet Co., but they soon fell out, and Mr. Syer sold out to a Mr. Gardner, who with Mr. Gates is now owner of the St. Catharines Carpet Co. Their mill is rapidly being put in shape, and soon they will have all their looms running. Mr. Gates is at present in Montreal selling goods.

After S. Syer fell out with Mr. Gates he at once began to found St. Catharines' third carpet factory, and bought two small plants and moved them to that city. The first was formerly owned by Thos. Hudson, of Meaford, and the second by Rudy Burner, 101 Queen street, Toronto. With these looms he has started to work in a three-story brick building in St. Catharines, known as the "Big 22," and formerly occupied by R. Stanley, dry goods merchant. A competent man has charge of the weaving department, and Mr. Syer has abundant hopes of working up a good trade.

PROGRESS OF OUR CARPET INDUSTRY.



HERE is one industry, at least, in Canada which is making strides along the path which leads to greatness and prosperity. This is the carpet industry. Five years ago it was a pickaninny business in small factories of a few looms each. To-day several very large factories are in existence, and the number is on the increase.

True all this has not been accomplished without much uphill work. Adverse circumstances, induced by various sets of causes, have made the advancement of this industry much slower than it might otherwise have been. But this is always the case in a new country. The manufacturers must force their way against adverse conditions, against overwhelming competition and against foundationless prejudices.

The adverse conditions were the fact that the duties levied on yarns and other classes of raw material and on machinery militated against the manufacturers. Their protection was too small altogether. True it seems large to the politician and the consumer; but these did not seem to understand that the manufacturer's protection is found by subtracting the duty on his raw material from the duty on the finished product. But although this was small, they forced their case on the Government, and the result has been that during the past two years they have been better treated both in amount of protection and in the appraisement of competing goods at the customs houses.

The overwhelming competition has been due to the fact that large United States factories find at times that they have an overstock of goods. They do not care to slaughter these in the United States, and consequently they bring them to Canada and sell them at a very low price—less than cost. They thus leave their own market clear for future business and at the same time realize cash on their overmake. Undervaluation and wrong appraisements of United States carpets has intensified this competition.

Besides these two great difficulties, there has been the heavy weight of public prejudice. It has been thought that Canadian dyeing is not so permanent as British dyeing. This has been due to the fact that British manufacturers use more exclusively darker colorings and refrain from the use of light colors. Domestic manufacturers have, on the other hand, catered for the "light-color" taste, and have thus laid themselves open to the criticism of the ignorant. But there is little doubt that the Canadian and British corresponding colorings have about equal wearing strength, and that neither has any appreciable advantage.

Up to the present time Canadian manufacturers have confined themselves to unions and wools. Only one factory has gone further and commenced the manufacture of Axminster rugs and carpets. It is well that too much development in the direction of a wider range of manufactures has not taken place. Excellence in one line is more to be desired than commonplace merit in several. It requires a great deal of attention, capital and skill to develop any new line, and smaller mills are doing well in sticking close to the more common grades. Still the fact that better grades are being thought of and made on a small scale, shows that there is a future for carpet manufacturing which will gradually make itself.

The number of carpet looms in the carpet mills of Canada to-day is over 250, and the yearly output will amount to about a million yards. The number of persons employed is about 500, and the wages paid will amount to \$150,000. These figures may seem small, but the difficulties under which the industry has struggled have been pointed out and explained. The last two years has seen the industry double in size and treble in importance. Under favorable conditions the next five years should see a wonderful development in this industry.

DEFECTS IN CARPET MANUFACTURING.

IN the Canadian carpet manufacturing there have been, and are yet, serious defects. These defects have been overcome by some manufacturers, but not by all. Two mills, at least, have been fitted with sufficient dyeing and scouring plant—the Toronto Carpet Mill and the Empire Carpet Mill, St. Catharines—but most of the others depend on job dyeing, and consequently do not secure the same good results.

Canadian carpets have been regarded with a considerable amount of disfavor, and this prejudice has not been without foundation, and reasonable foundation at that. The yarns have not been properly cleaned from natural grease, for lack of improved scouring machinery, and as a consequence the dyeing was imperfect. Dyeing can be done, and has been done, in Canada, which is equal to the best carpet dyeing in any older country. There is no reason why this should not be the rule, and that with no exception. Every mill in Canada must have its proper arrangements and its proper machinery for scouring and dyeing before it can hope to establish itself in favor with the trade.

It is pleasant to be able to assert that no person has been more cognizant of the defects of the carpet product than the makers themselves. But until they received proper attention from the Government, it was impossible to induce sufficient capital to enter the business and thus provide the necessary plant. But now that the trade has been placed on its feet by a slight measure of protection there has been an improvement, and the latest machinery for the purpose has been added to the best factories.

This being the fact, there is no reason why the prejudice against Canadian-made carpets should exist any longer. The larger factories are turning out goods which are clean and honest. They are the product of Canadian labor and as such should be encouraged—or, at least, should not be discouraged.

The retail merchants are the men on whom the success of the Canadian carpet industry depends, and their nod and approval is able, in a very short time, to double the number and capacity of our mills. By giving the product of Canadian looms an equal chance with the product of looms operated by foreign labor, a great industry can be stimulated to renewed vigor. Not only will more carpet be produced, but better carpet also. As the mills increase in size, their machinery will increase in perfectness and the product rise in point of quality.

The strength of a country depends, as in the case of a human being, upon the equal and full development of all its members. Manufacturers should not be helped to the detriment of the consuming public; but the development of manufactures to a certain extent aids in building up a well-developed and self-reliant nation.

LIST OF CANADIAN CARPET MILLS.

Cobourg, Ont. Wm. Mitchell. Manufacturers cocoa matting and mats, Napier matting, Venetian carpets, wool stair carpets, and wool rugs. Number of looms, thirty-four. Sells to wholesale, and retail importing houses only.

Guelph, Ont. The Armstrong Carpet Co.; Andrew Armstrong and Robert Dodds; woolen, union, and damask carpets; founded in 1874.

Guelph, Ont. Wellington Carpet Co.; J. A. McPherson, George McPherson, and R. E. McPherson; ingrain; fifteen employees.

Guelph, Ont. Royal Carpet Co.; H. H. Burrows, J. F. Burrows, and G. A. Burrows; carpets of all-wool, unions, two and three-ply ingrain, stair carpets, all-wool and union art squares, rugs, and mats, emblematic, hall and church carpets, also double headed rug fringes. Number of employees, thirty-five; pay roll, \$8,000; output for 1893, 23,300 yards.

Markham, Ont. Archibald Campbell. Unions and wools. Small factory.

Paris, Ont. H. Stroud & Co. Recently disabled by fire.

Paris, Ont. John Camelford, Jr. & Co. Makes unions and wools. Small factory.

Peterboro', Ont. S. W. Lowrey. Unions and wools. Small factory.

Peterboro', Ont. Thomas Gemmill. Makes unions and wools. Small factory.

St. Catharines, Ont. Garden City Carpet Works; S. Syer. Just beginning. Makes unions and wools; ten looms.

St. Catharines, Ont. St. Catharines Carpet Co.; Gates and Gardner. Just beginning. Unions and wools; twenty-eight looms, two of which are broad looms.

St. Catharines, Ont. Empire Carpet Works; James H. Etherington. Make unions in six grades, fine wools, three-ply wools, extra super wools, art squares in unions and wool; emblematic, hall and church carpets; thirty hand looms, but electric power also used. Representatives: Chas. T. Doyle for Toronto and the East; J. E. Kent for Western Ontario, and Wallis and Foord, Winnipeg, for Western Canada.

Toronto, Ont. The Toronto Carpet Manufacturing Co. James P. Murray, president; John A. Murray, vice-president; F. B. Hayes, secretary and treasurer. Capital, \$150,000. Travelers: Wm. C. Meredith, F. Soulsby and A. Black for Ontario, Quebec and Maritime Provinces; James Wey for Western Canada. They have 25 ingrain power looms, of which two are 3 yards wide and one 4 yards wide; 3 Axminster rug and mat looms; 7 27-inch Axminster carpet looms; 2 2-yard weft weaving looms; 3 1-yard weft weaving looms; 2 1/2-yard weft weaving looms; 7 chenille curtain looms. The class of goods made are: 8-shot Axminster carpet in bodies, borders, stairs; mats and rugs, 20 x 36 in., 27 x 30 in., 30 x 36 in., 27 x 54 in., 30 x 60 in.; chenille curtains, 38, 44, and 48 inches wide; Imperial, all wool, 3-ply; Maple Leaf, all wool, 2-ply; Standard, union, 2-ply; Victor, jute union, 2-ply; Beaver, fine wool, 2-ply; Acme, fine union, 2-ply; Challenge, fine jute union, 2-ply. A new line is the Oriental Brussels.

OILCLOTH FACTORIES.

Kingston, Ont. Kingston Oil Enameled Cloth Co.

Montreal, Que. Dominion Oilcloth Co.

Montreal, Que. Canadian Rubber Co.

STAIR PADS.

Hamilton, Ont. Thos. Mealy & Co.

Montreal, Que. Dominion Wadding Co.

PAPER CARPETING.

Montreal, Que. Dominion Leather Board Co.

RATTAN CARPETING.

Woodstock, Ont. James Hay & Co.

CARPET FELT.

Campbellford, Ont. Northumberland Paper and Egg Case Co.

Montreal, Que. Alex. McArthur & Co.

Toronto, Ont. J. W. Paterson & Bro.

CARPET LININGS.

Hamilton, Ont. Thos. Mealy & Co.

Montreal, Que. J. W. Paterson & Co.

NEW CARPETS AND CURTAINS.

NO other carpet firm in Canada has made such rapid strides as the Toronto Carpet Manufacturing Co. Their newest line is the "Oriental Reversible Brussels," a carpet which they expect to have a great run. It is a special make to retail at the same price as their "Maple Leaf" brand. Its weight is extra; its strength is above the average, and its wearing qualities are said to surpass those of any other carpet at the price. In appearance, at a distance, it is like a Brussels, although much like an ingrain when examined. Its weight is about two pounds to the yard, and its tread is very kindly. Samples are now being shown.

The new four-yard art square machine recently added by the company is kept continually busy with orders. The addition of a second machine of this kind is contemplated.

The manufacture of chenille curtains is progressing in a desirable manner. These goods are being made in three widths—38-inch, 44-inch and 48-inch—and in three qualities. A large range of patterns are shown for fall, and plain goods are also in demand. This line is new with the Toronto Carpet Manufacturing Co., yet they are succeeding admirably and have already sold 400 pairs for fall delivery. It will take some time to introduce them, but their ultimate success is assured. The chenille is very round, of nice and even texture, and equal to and lower in price than similar United States curtains.

The Central Ontario School of Art and Design, Toronto, is now furnishing this company with a great many of their designs, and Mr. Murray expresses himself as being much pleased with these examples of Canadian art. Mr. Murray has certainly done a great deal to encourage this class of art study in Canada, and has thus conferred a great benefit on the country.

The recent fire in this factory has not lessened their industry. Some internal changes have been made, and more are being made. The manufacture of new looms and other machinery is still being pushed on the premises. Improvements are continually being made in the arrangement of machines, stock yarns, sample rooms, etc., so as to always have the most economical arrangement and the best equipped factory in Canada.

Programmes have been issued by the Toronto City Travelers' Association for its promenade concert to be held on the steamer Chippewa, July 16.

CANADA'S COMMERCIAL AGENTS.

CANADA spends a few thousand dollars in maintaining commercial agents abroad. These men have offices in foreign lands, and supply information to buyers or sellers to or from Canada. The number of these agencies should be increased, and the amount spent on them likewise increased. This would be a much better means of advertising Canada than printing a million of pamphlets which do not reach the people who want them. In Paris there is an attractive agency, and one which is becoming to Canada's measure of greatness. But in no other country in continental Europe is there any agency with quarters of a decent size. The trouble with this matter, as with many other commercial matters with which the Government deals, is that lawyers deal with matters of which they know nothing and on which they are too thoughtless to ask business men's advice. Business men, on the other hand, are too backward in offering advice which might result in a great deal of good.

This question of Canada's commercial agents came up recently in Parliament for discussion. The Toronto Globe's report is as follows: "Upon the vote of \$10,000 for commercial agencies, including expenses in connection with negotiations of treaties, or in the extension of commercial relations, Mr. Mills, of Bothwell, asked the Premier whether there had been any attempt made to secure recognition of the agents of Canada by Great Britain. The agents of Canada abroad would have no official character unless there was some recognition on the part of the foreign office secured. Sir John Thompson replied that Canada's agents had no official consular character. They went

abroad as agents would of a private house, except that in this instance they represented a great country, and were treated with respect accordingly, and were given facilities everywhere by those who represented her Majesty in the consular capacity. The Government was corresponding with the British Government with a view of getting recognition of the Canadian commercial agents, especially the commercial agents at capitals of the great countries. Mr. Charlton urged the importance of sending a commercial representative to Washington."

It would seem from present indications that Mr. Charlton is right, and that a commercial agent at Washington would do much to counteract the unnecessary advice which Mr. Charlton, Mr. Wiman, and others, sometimes give the United States Government.

CANADA'S GREAT FAIR FOR 1894.

The Toronto Industrial Exhibition has now become one of the great events of the year in Canadian history, and is looked forward to by the people in all parts of the Dominion. We have received a copy of the prize list for this year's fair, which is to be held from the 3rd to the 15th September next. The amount of prizes offered is as large as ever, and there is every prospect of this year's show excelling all others, as there is no other great fair to conflict with it, and the directors have voted a large amount for novelties and special features which are bound to attract the people. The grounds are also being vastly improved this year. Any one desiring a copy of the prize list can obtain one by dropping a post card to H. J. Hill, manager, Toronto.

Knox, Morgan & Co.

Hamilton,
Ont.

Fall Samples are now in travelers' hands, and, with an extra man out, we will be able to cover the whole of our territory in time to allow every merchant to inspect our large and extensive range before the fall trade commences.

We call special attention to our
leading departments



Staples
Dress Goods
Flannels and Blankets
AND
Gents' Underwear
and Furnishings

Sharp, shrewd buyers cannot afford to pass us this season. Prices are low, and we did not carry over any of last season's goods. We have a decided advantage over houses who were left last season with large stocks on hand.

LATEST IN GENERAL BAZAAR MATTER.

THE case of the General Bazaar Company, which we referred to in our last, has attracted more than the usual attention in the trade. On the 28th of June a meeting of creditors was held to discuss the situation. The curators submitted a statement to the effect that if the goods could be sold at 100 cents on the dollar there was a surplus, and that even at a reduction the loss will not be a heavy one. Owing to the strong feeling among the bulk of the creditors, therefore, with regard to the methods of the insolvent firm, it was decided to wind it up and offer the goods at public auction on the 10th. At the time of writing, this is the position affairs are in, and the general belief being that a good dividend will be realized. Before this appears in print however it may be settled in another manner, though it is very unlikely. A petition is being circulated among the creditors asking them to accept sixty cents on the dollar, but some of the larger ones protest that they will not accept it. One of them said to THE REVIEW's correspondent, that if the other creditors were sure that one of them, a leading general house here, would not get the best of the deal the offer might be accepted, but that with the probability in view it was unlikely that it would be accepted. It was asserted also that the other retail dealers on the street were in favor of the compromise being accepted, but this, in view of recent developments, won't "wash" at all. The statement of the curators is as follows:

Liabilities—Direct, \$147,912.20; preferred, \$1,760; making the total \$149,672.51.

Assets—Stock of dry goods in store, corner of St. Catherine and St. Lawrence streets, \$109,517.46; fixtures, \$7,144.10; stock of dry goods in store, corner Dorchester and St. Lawrence, \$24,717.90; fixtures, \$584.48; book debts, good, \$17,490.47; doubtful, \$11,250.87; bad, \$11,270.56; cash on hand, \$3,001.65; book debts of L. H. Boisseau & Co., doubtful, \$130.40; bad, \$14,922.15; one-eighth share in Alley syndicate, \$2,500; amount invested by Poliniere in Phoenix Printing Company, \$2,000, making the total of the assets of all kinds, \$204,630.04.

The following is the list of creditors: Gault Bros. & Co., \$31,399.54; Thibaudeau Bros. & Co., \$24,983.68; J. MacDonald & Co., Toronto, \$9,461.47; J. de Sieyes, Montreal, \$6,250; Kent & Turcotte, \$5,467.70; Wyld, Grasett & Darling, Toronto, \$6,608.67; Caverhill, Kisson & Co., \$5,097.99; S. Greenshields, Son & Co., \$4,481.62; Caldecott, Burton & Spence, Toronto, \$2,893.38; D. McCall & Co., Toronto, \$3,615.72; McMaster & Co., Toronto, \$3,889.21; P. Garneau, Fils & Co., Quebec, \$2,746.26; Thouret Fitzgibbon & Co., \$3,130.65; H. H. Wolf & Co., \$2,798.90; Thos. May & Co., \$2,722.13; W. Agnew & Co., \$1,838.70; J. Grenier & Co., \$2,512.83; J. G. Mackenzie & Co., \$2,335.62; J. McGillivray & Co., \$1,823.44; Samson, Kennedy & Co., Toronto, \$1,960.62; R. Linton & Co., Montreal, \$1,693; A. Racine & Co., \$1,563.04; Corby, Palmer & Stewart, London, \$1,503.31; G. Goulding & Son, Toronto, \$1,009.22; S. F. McKinnon & Co., \$209.63; Brophy, Cains & Co., \$1,164.70; J. D. Ivey & Co., Toronto, \$1,099.33; Arthur & Co., Glasgow, \$946.64; A. O. Dostaler, \$732.40; Henri Duverger, \$688.42; J. MacDougall & Co., \$688.41; Glover & Brais, \$677.46; Mde. Poliniere, \$600; Williams, Greene & Rome, Berlin, \$591.23; J. Sterling & Co., \$599.72; James McLean & Co., \$566.69; Perrin Freres & Cie., \$534.89; estate Beaudry, rent to May, 1894, \$674.60; estate Beaudry, rent to July, 1894, \$833.32;

corporation water debt, \$232.39, and about thirty other creditors of smaller amounts which will bring the total up to that given above.

HAPPENINGS IN THE TRADE.

N Rouillard, dry goods merchant, Quebec, is dead. So is Wm. Wightman, general merchant, Georgetown, P.E.I.

G. W. Robinson & Co., Manitou, have dissolved.

Geo. McKinnon, of Liddell, Lesperance & Co., Montreal, is dead.

J. Matchett, dry goods, Galt, Ont., has sold out to A. & R. Atkinson.

Tolton & Co.'s stock at Stratford, Ont., has been sold to Matchett Bros.

Price & Allison, general merchants, Norton Station, N.B., have dissolved.

Mattinson & Crowe, general merchants, Spring Hill, N.S., have dissolved partnership.

Lang, Strachan & Co., Winnipeg, have dissolved. H. H. Lang continues the business.

J. A. McDonell, dry goods, Leamington, Ont., has been succeeded by Robert Deming.

The stock of the late J. W. Dunnett, Belleville, has been sold to Vandervoort & Gibson.

The stock of R. G. Silk & Co., carpets, Montreal, has been sold to H. A. Wilder & Co. at 62c.

J. L. Richard is a new dry goods merchant at Ottawa. D. J. Jamieson is a debutant at Vanleek Hill.

John H. Smith, general merchant, Richmond, Que., is dead. John Mooney, of Durham, is also deceased.

On July 3rd the woolen mills of R. Vause, of Glencoe, Ont., were burned down. A large supply of wool and tweeds was burned.

The firm of Jos. Hamel & Co., wholesale dry goods, Quebec, now consists of Joseph Hamel, Jos. E. Bedard, Ernest Hamel and Henry Hamel.

Duncan McIntyre, of McIntyre, Son & Co., wholesale dry goods merchant, died early in June. Deceased was one of the leading citizens of Montreal, and an eminently successful financier.

BUSINESS CHANGES.

Ontario assignments: Hannah Carr, Hamilton; F. X. Gadbois, Arnprior; Miss E. Whitehead, Dresden; Smith Bros., Sarnia and Dresden; Merrich & Hurlburt, Toronto Junction; John Ott, Brantford; N. T. Cluff, Seaforth; Nicholson & Dexter, Chappleau; W. T. Phinn, Wakworth.

Quebec assignments: Senecal & Frere, Montreal; Alfred Tanguay, Quebec; Boisseau & Polinier, Montreal; Jos. Harris, Montreal.

Maritime Province assignments: D. A. McDonald, Port Hawkesbury, N.S.; Jos. B. Porter, Andover, N.B.; C. N. Hartling, Halifax, N.S.; A. C. McKinnon, Spring Hill, N.S.; G. R. Batson, Campobello, N.B.

Northwest assignments: J. W. Morrison, Vancouver, B.C.; Geo. Bevilockway, Nanaimo, B.C.; Mrs. Kate Hanafin, Vancouver; J. Isaacs, Victoria.

"The Distingue"

IS ADMITTEDLY

THE BEST
SELLING

WATERPROOF

in the market, as proved by the
experience of years. : : : : —

"The Distingue" has received the most flattering encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed in writing by Houses on this side:

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and MOST IMPORTANT, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

Reliable Proofing!
Choicest Designs!
Reasonable Prices!
Newest Styles!

ASK TO SEE SAMPLES

Every garment has a silk label or hanger bearing the registered title

The manufacturer has in his possession a large number of unsolicited testimonials, similar in character to the above, from leading British and Colonial houses.

"The Distingue."

These goods may be had from any of the leading wholesale houses. In ordering, please quote the Registered Title, "The Distingue."

MILLINERY NOVELTIES.

At the beginning of the season, says the Dry Goods Economist, we mentioned the probability of the large, fine Panama hats taking the place to a great extent of the inevitable Leghorn. Thus far they have not been popular to any great extent, but now they are to the fore in such distinguished society that their future as dress hats is assured.

They are soft and tough, so light, and the very fine ones so pretty, that their possibilities are much greater than the Leghorn, which cracks and breaks. And it is not only the large hats of this woven fibre that are gaining favor. Sailor hats and toques and bonnets cut from the piece are seen.

These are most useful, pretty and practical for hard wear, such as traveling, boating, etc. The piece woven Panama is also used for crowns of lace hats, for children's hats and bonnets—the big "Heligoland" sun bonnets, combined with lace, ribbon and tiny flowers.

A LARGE FLAT-BRIM HAT.

A large flat-brim hat with a medium high crown—in fact, a very ugly shape, before the artist's fingers had molded it to a thing of beauty—was set on a black velvet head-band. The front to the left was turned straight up against the crown, and in the wave was placed a plume of fine black tips going every way, the stems finished with a very small tie bow of black ribbon velvet.

The back was bent up on both sides of the middle, forming a kind of curtain or poke bonnet effect, and clusters of roses set into the waves.

At the back of the bent-up brim in front and resting on the crown was a bow of velvet, the tie-over being in one with the long ties that passed around the sides of the crown and were pushed through slits in the brim and under the rose clusters.

In the middle of the crown at the back rose a wired "Spanish comb" of ecru lace through a slit, the lace appearing again in a small bow under the back brim, on the velvet band. Now there is a truly artistic hat made out of one of the crudest of shapes.

The same effect in design could be got with one of the cheaper hats, and flowers can be substituted for tips.

FOR A GIRL OF TEN.

Another of these hats was made into a big poke bonnet for a little girl of ten.

The crown was cut out of the brim and a piece cut out of the crown on one side to fit the back of the neck, so that it would go on the back of the head, instead of the top. The brim formed the brim, but though it was left the full depth in front it was sloped off towards the sides and back till below the ears it came almost to a point.

With what was cut away a short flaring curtain was made, always keeping the outer firm edge of the brim as outer edge of the bonnet.

A twist of wide, white, soft, satin ribbon went around the crown and back to hide the joints, the piece over the head being in one with the long ties, the piece around the back ending in a tied bow in the middle, the ends hanging down over the curtain. On top was a full plume of four lovely little white tips with a tie-bow to finish them, and another little tip and bow inside the deep wide brim just over the hair.

Fancy a sweet little face with fair fluffy hair inside this picturesque bonnet. It would surely be pronounced "too sweet for anything."

SAILORS AND MEDIUM SIZES.

The sailor hats are trimmed with black velvet if of a very light tint of straw, with roses or violets in clusters. The brown shades are trimmed with brown, and some with white, which looks well. The white coquille is put at the left side.

Some of the medium sizes are trimmed with drapings of crepe very sheer and light, but of the washable kind.

The crepe is used in one long piece, single width, or the double cut through and hemmed down one side. This is tied in a big bow, the two loops set on in front so as to give becoming height; the ends carried round, tied in a knot at the back and left to bring forward and tie under the chin.

For this style of trimming the hats are not much bent; just a pinch to lift the brim a little in front, and a couple of waves at the back so that the long ties will come down gracefully. On the larger ones a pair of white wings are added.

WHITE, GREY OR ECRU FELT.

If in taking stock you come across any white, grey or ecru felt hats, put them where you can get at them, as you can use these very shortly. In fact, some milliners are already trimming them for mountain wear for those who will not be able to return to get them later.

These felts must be trimmed with crepe, lisse, mousseline de soie, silk grenadine, very light-weight china silk, etc. If of gauze or crepe, the same style as that given for the last Panama hat is correct. If of silk, there must be as little as possible of it. A pair of wings, a couple of birds or a few quills are used to give effect—no ornaments, except a few small fancy pins, which are used to pin the soft folds in place.

Wide-checked ribbons are also to be used on both the felts and Panamas for traveling.

DON'T NEGLECT THE INTERIOR.

Interior dressing should receive more careful attention than usual during the coming months, instead of, as is usually the case, being allowed to take on that vacation look so suggestive of that tired feeling in the trimmer, the trim simply acting as a filling up instead of an attractive decoration, and its principal use, apparently, to catch the dust and serve as a resting place for the flies.

Light, airy trims should be in order, goods suitable to the season being displayed, and these should also be frequently changed.

It is quite a common habit during the summer to allow the interior trims to remain unchanged for weeks, a thing that gives the store a far from inviting appearance. Appearances are everything during the dull season, especially to the hot, tired and quite frequently cross shopper, who, when she finds a store that has a fresh, light, clean appearance, is quite sure to stop right there, and is also sure to return if properly treated.

That looks are but little may be true as regards some things, but in regard to the dry goods store of to-day looks go a great way, either in attracting or repelling trade, a thing that it would be well for all merchants to bear constantly in mind. At least once a week during the summer season all trims should be changed, as unless this is done they will speedily take on a dusty, fly-speckled look that will create a bad impression on the minds of customers.—Economist.

The Fancy Dry Goods House of the Dominion

FALL 1894

OUR TRAVELERS ARE NOW ON THEIR RESPECTIVE ROUTES
WITH A

FULL RANGE OF FALL SAMPLES

Every live merchant should see what we are
showing, as our assortment will more than
maintain our motto :

“We always lead ; we never follow.”

SAMSON, KENNEDY & Co.
TORONTO.

DANSEREAU VS. PACAUD.

AN interesting case was decided in the Supreme Court of Quebec about a week ago. The following is the report:

DANSEREAU VS. PACAUD.—On the 19th January, 1877, the plaintiff sued defendant for the sum of \$486.75, price of goods sold and delivered, and covered by a promissory note, and he asked also for the imprisonment of defendant under a clause of the insolvent law, then in force. The demand for imprisonment was based substantially upon the following allegations: That defendant had purchased the goods on credit, knowing himself to be insolvent and unable to meet his payments; that he had fraudulently concealed his financial condition from the plaintiff, and that shortly before making the purchase, and at a time when he was insolvent, he had entered into a contract of marriage, and transferred to his intended wife by the marriage contract the whole of his available assets. By the plea the defendant denied the charge of fraud, and practically admitted the existence of the debt. Since the filing of the plea in question, the defendant had left his domicile in the province of Quebec. On the 8th of May last plaintiff sued out interrogatories upon articulated facts, returnable on the 14th May, at which date the case was inscribed for enquete and merits. The writ was served at the office of defendant's attorneys, the bailiff alleging that after making search he could not find that defendant resided within this province. The questions put to defendant in the interrogatories comprised those relating to the existence of the debt, and to the fraudulent practices of defendant at the time of making the purchase. The defendant made default to answer interrogatories, and plaintiff now moved that they should be held to be admitted. As a general rule such a motion would be granted as a matter of course, but His Honor was of opinion that a distinction must be made between the questions relating to the existence of the debt and those relating to the alleged fraudulent practices of the defendant. No witness can be compelled to answer any question which might subject him to a criminal prosecution. His Honor was clearly of opinion that if the defendant had appeared as commanded by the writ, he could have refused to answer such of the questions as would subject him to imprisonment. It was true that if the questions had been answered by him without objection, the answers would constitute legal evidence. Was the court then to assume that upon defendant's default to appear, he was to be considered as waiving any objection which he might have to the questions? His Honor thought that he could not adopt that view in this case, in which the defendant might be presumed to be in com-

plete ignorance of the proceedings. The writ commanded him to appear and answer. The law presumed that it had been served upon him. In absenting himself he was refusing to answer just as much as if he appeared and refused. The court, therefore, held the interrogatories pro confessis only in so far as they established the existence of the debt, for which judgment was rendered with costs, but without any condemnation to imprisonment.

FAILURES IN THE PAST SIX MONTHS.

According to R. G. Dun & Co., the failures in the second quarter of 1894 were 2,734, against 3,199 last year, and the amount of liabilities in commercial failures only was \$37,595,973, against \$63,982,179 in the first quarter of the year, and \$121,541,239 including all reported in the second quarter of last year. There is a heavy decrease in manufacturing liabilities, \$13,421,124, against \$27,954,978 in the first quarter, and also in trading liabilities, \$18,585,792, against \$33,760,186 in the first quarter. Thus in the important classes the commercial failures show a most encouraging improvement during the second quarter, though the half yearly return is large.

The aggregate for the half year, 7,031 commercial failures with \$101,578,153 liabilities, has not been surpassed in the first half of any year except the last. There was a great decrease in banking failures, which numbered only 63, with liabilities of \$13,184,461, and in railroad receiverships, which numbered 17, with \$46,800,595 indebtedness exclusive of stock. Failures during the week have been 181 in the United States, against 334 last year, and 34 in Canada, against 23 last year, with no important disaster as yet since the new half year began.

LOW-PRICED ENGLISH OIL CLOTH.

Low priced English oilcloth will again be imported under the new tariff. Jno. Macdonald & Co. announce that they have a shipment on the way. They will also have a full line of all other qualities of floor and table oilcloths and of linoleums.

A cheap line of printed hems is perhaps the most sightly line of this kind ever offered. Their fall stock of hems is being opened up.

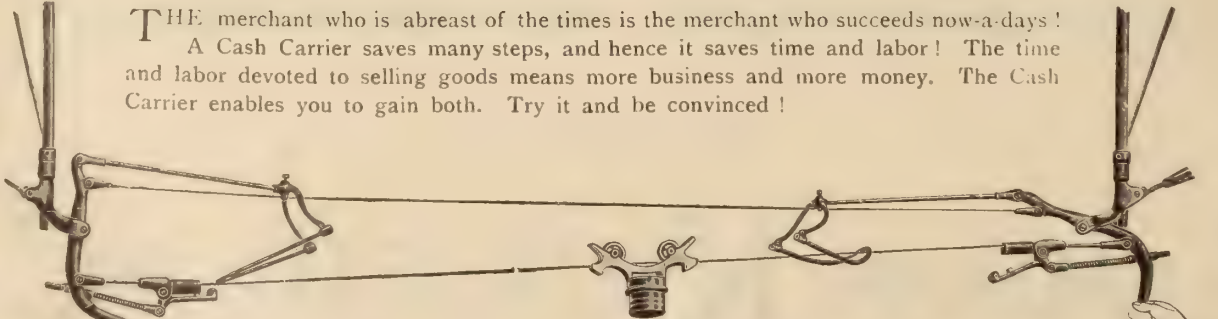
In fall carpets the light colorings will still predominate, although perhaps not to quite the same extent as before. No decided liking is shown so far in fall orders for either small or large patterns. The orders have covered both styles and also those of a medium character.

Established 1884.

The Best is the Cheapest.

THE merchant who is abreast of the times is the merchant who succeeds now-a-days!

A Cash Carrier saves many steps, and hence it saves time and labor! The time and labor devoted to selling goods means more business and more money. The Cash Carrier enables you to gain both. Try it and be convinced!



Wire Cash Carriers. Pneumatic Tube Cash Carriers, Cash and Parcel Carriers.

Send for Particulars.

Patented in Canada and the United States.

Address, THE HAZARD STORE SERVICE CO. Office, Room 1, 77 Victoria St., Toronto, Ont.

A. A. ALLAN & CO.



WHOLESALE —

**Hats, Caps, Furs,
Robes and Straw Goods**

*CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also,
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited

A. A. Allan & Co.

51 Bay Street, TORONTO.

Something Fireproof

is what every busi-
ness man requires
to protect his
books over night.

We make the
very thing.

J. & J. Taylor

Toronto Safe
Works

Wyld, Grasett & Darling

Have recently received

NEW PRINT

SHIPMENTS

Consisting of

Latest Novelties in wide cloth and drillettes
including the Indigo and Turkey Red effects.
Flannelettes, Shirtings and Cottonades in
great variety.

Cricketing Flannels, Tennis Flannels and
Boating Serges, etc.

New Neckwear in all the fashionable shapes
and colorings.

A further shipment of I. R. Coats' Umbrellas,
etc.

Travellers' and Letter Orders Solicited.

WYLD, GRASETT & DARLING
TORONTO.

ALEXANDER & ANDERSON

We are Selling
Agents for —

**"THE CELEBRATED CORTICELLI" CO.'S
PRODUCTIONS,**

*And we sell all their goods on same terms
as the manufacturer.*

*In order to secure prompt delivery, send
your orders direct to*

Alexander & Anderson,

43 Front Street West, TORONTO.

TRADE CHAT.

BEFORE the middle of this month the Sault Ste. Marie canal, on the Canadian side, will probably be open for traffic. The masonry work is finished, and the lock-gates, seven in number, are on the ground ready to be put in. If all goes well water may be let into the canal as early as 10th July and it is safe to say that unless something unusual and unexpected happens the canal will be ready to receive traffic by the 15th July and probably before.

A. Greenhill & Co. is the name of a new dry goods firm in Kingston.

John Catto & Son, Toronto, will erect a fine addition to their premises at a cost of \$15,000.

The Hudson Bay Co., at Rat Portage, are erecting an addition to their store to double its capacity.

J. Cameron & Co., Petrolea, have settled permanently in that town with a new and handsome store.

The capital stock of the Montreal and Chicago Merchants' Shipping Co. has been reduced to \$40,000.

A firm in Delhi have been fined for ignorantly enclosing an explanatory note in parcels of goods sent by mail.

The wholesale dry goods and clothing houses of Winnipeg now close daily at 5 p.m. for the benefit of their employees.

Mr. Kennedy, the European buyer for W. A. Murray & Co., Toronto, has gone to European markets.

A. Brown & Co., who recently opened up in Blackstock with a stock of groceries and dry goods, are reported to be doing a nice trade.

G. M. Smith, of Halifax, has gone to England and the Continent. He goes to purchase the autumn and winter stock for their firm.

The July Textile World is modern. Instead of its great blanket pages, it now appears in magazine form. The matter is as original and valuable as usual.

Marriages—M. C. Burt, merchant tailor, Toronto Junction, to Miss S. Stump; D. G. Douglas, of Kennedy & Douglas, tailors, Toronto, to Miss Ida Cumming.

James A. Cantlie, vice-president of the Montreal Board of Trade, accompanied by Master Frank Cantlie, left on Friday for Gaspé for a fortnight's salmon fishing.

A. F. Gault left for England recently by the Parisian. Mrs. Gault and family left last week for Cacouna, where they will occupy their pretty cottage this season.

Ramsay & Morlock, of St. Mary's, have leased the store lately occupied by George Woodland, in Bolton, and will open out a stock of dry goods during the first week in July.

A new store is being fitted up in the Flood block, Paisley, for J. Colborne, general merchant of that town. Mr. Flood will move into his new premises about September next.

Over twenty new buildings are in course of erection in Huntsville. Thirty-four were burned during the recent fire. "Huntsville will be on its feet again in a few months," remarked a traveler.

The Moose Jaw board of trade has issued a circular to boards of trade, municipal councils and agricultural societies in Manitoba and the Territories on the question of prairie fires, with a view of having some concerted action taken to lessen the danger from such fires. The board thinks that the railway com-

panies should be compelled to make fire guards along their lines; that the government should make guards through the unsettled country.

The T. E. Mara Company, London, have purchased all the balance of goods shipped to the late firm of Spittal, Burn & Gentleman, and which were stopped in transit, at 50 cents on the dollar.

Fire broke out in Gourley & Rankin's large general store at Maple Creek, on June 12, and the store with entire stock was burned down. The building and stock were partly insured. Insurance on the stock was \$11,450.

In the rotunda of the Toronto Board of Trade the Australian products of honey, butter, wines, woods, and canned meats and soups, and 100 samples of wool sent from the sheep and wool department of the Technological Museum, at Sydney, were recently on exhibition.

Mulhall estimates that the agricultural earnings of the United States are \$3,490,000,000; the earnings from manufactures, \$4,330,000,000; from mines, \$480,000,000; from transportation, \$1,155,000,000; from commerce, \$160,000,000; from shipping, \$60,000,000; from banking, \$260,000,000.

St. John's, Nfld., since the fire, has built up rapidly, and the fine blocks of buildings that have been erected along Water street are highly creditable to the merchants. The streets also have been much improved, and altogether the new St. John's will be a much brighter and handsomer city than the old St. John's.

R. G. Silk & Co., carpets and oilcloths, Montreal, have assigned on the demand of the MacFarlane Shade Co.; liabilities, \$10,514.31. Principal creditors: Thibaudeau Bros., \$1,292; A. & M. Miller & Co., \$986; S. Greenshields, Son & Co., \$1,283; Gault Bros., \$1,187; Geo. H. S. Hees, Son & Co., Toronto, \$533; T. G. Foster & Co., Toronto, \$1,868.

Always give the commercial traveler a welcome, says an exchange. He can give you more information than any man in existence. If you want to keep posted on what the trade is doing or what class of goods your competitors are running, keep on the right side of the traveling man. Don't give him the cold shoulder when he enters your store. He is not a highwayman, but on the contrary is one of the best-natured, whole-souled, big-hearted fellows that you want to meet. He can give you more "pointers" in five minutes than any man in existence. He knows that you can't give him an order every time he calls on you, and has good sense enough not to expect it, but a kind word to him costs nothing and frequently goes a great way.

The first of the Montreal fur cases came up for a hearing on June 9th, before Judge Sicotte, and resulted in a knock out for the inspectors in both the cases heard. The cases against Volkert & Co. and F. Schnauffer were dismissed, as the skins seized by Inspector Lessard as unprime were found to be prime. After these cases were dismissed B. Levin & Co., Youngheart, Valberg & Co., and Greenshields & Co., asked that their cases be dismissed also. Mr. Germain, for the defence, asked that experts be appointed to examine the skins, and Messrs. Gnaedinger and Payette were appointed, the cases then being postponed until Monday next. Then counsel asked that the inspector be ordered to keep the seized skins in a cool and safe place, for since they had been seized the mink skins had deteriorated in value at least 25 per cent. This was granted, and the court adjourned. The fur men are indignant at the way the skins have been handled, and those whose cases were dismissed want to know who is going to pay for the loss of value.

WHY CANNOT CANADA?

THE United States cotton manufacturers sell everywhere, why cannot the Canadians in the same line of business? The following table shows where the Fall River goods go:—The exports of domestic cottons from this port to foreign ports for the week ending July 2, 1894, have been as follows:

	Bales.	Value.
U. S. of Colombia.....	90	\$4,125
Nova Scotia.....	1	12
Mexico.....	35	911
Central America.....	275	15,860
Chili.....	409	21,923
Venezuela.....	199	10,350
Peru.....	8	572
Southampton.....	2	60
Santo Domingo.....	15	955
Newfoundland.....	7	246
Liberia.....	1	66
Hayti.....	44	3,870
Glasgow.....	28	1,799
French West Indies.....	1	15
Danish West Indies.....	5	238
Cuba.....	61	4,151
Dutch West Indies.....	8	366
Hamburg.....	100	5,400
Liverpool.....	12	1,325
Porto Rico.....	3	260
China.....	254	9,650
British West Indies.....	77	4,814
Brazil.....	398	33,337
British Australia.....	79	4,403
British Guiana.....	10	372
Amsterdam.....	5	375
British Honduras.....	79	3,831
Barcelona.....	1	7
Total this week.....	2,207	\$ 118,563
Previously reported.....	100,187	5,064,333
Total since January 1, 1894.....	102,394	\$5,182,896

THE DRESS GOODS TRADE.

ESTAMENE serges are in active demand throughout the trade just now. As the boating and holiday seasons are now on, serges take a foremost position in the costumes and skirts worn. What is known among the fraternity as the "Smart" or hard finish has the call. In the diagonal serges it has all its own way. The worsted or coating finish which comes between the very hard and the more nappy finish—as the estamenes—is chosen among the better numbers as being most suitable. Generally speaking, though, the hard finish is the thing.

Contrary to former seasons, black holds the lead, having superseded navy in demand. Browns and creams are also active, and myrtles and cardinals called for in certain sections.

Serges have been well sold for the autumn trade in large proportions. Plain goods of all kinds, Sedans, Amazons, diagonals in the worsted finish and satin finish, whipcords and foutes, have been largely disposed of. French serges and moire effects as produced in the better French classes have been found good sellers.

In fancy effects, small designs on fancy colored ground-work, showing the check of a darker color than the ground-work, as well as small checks and small jacquard patterns, are shown by Caldecott, Burton & Spence. They also report a demand for goods of a better grade into which silk largely enters.

W. R. Brock & Co. show some covert cloths in both Bradford and German makes which are extremely nice goods. They are intended to be made up in much the same way as men's covert coats. They also show a range of German dress goods in fancy tweed effects and also in brocade effects. Anticipating the demand for serges mentioned above, they have placed large orders for Bradford goods, including the estamene and cheviot serges, fancies and plaids. In fact their dress goods department shows a much larger range of samples than is usual for them.

Serges in creams, navys and blacks are in good display in estamene, cheviot and hard finish at Alexander & Anderson's; to meet the urgent demand of the season. Navy and black hopsacks are shown in qualities guaranteed not to slip.

The French market in plain dress goods has an upward tendency, owing to an increased demand from the United States. Advances of from 5 to 7½ per cent are reported.

The Dry Goods Economist of June 30th, says: "All intelligent buyers realize that covert cloths and medium-priced fancies will have preferment when the heat of dress goods election days comes round. Since the first introduction of covert cloths, early in the year, they have been found worthy of a high position among the coming season's elect and well deserving the trust already reposed in them."

According to orders placed with John Macdonald & Co., the season is essentially a serge season, and large quantities of cheap serges have been sold. The better grades, of course, are always in demand. Covert cloths and henriettas are being shown by this house in some special values. Their stock of silk dress goods includes black faille Francais, black peau de soie, black and colored moires and black brocaded silks. This last is at present the rage in Paris—the city of rages. Mr. Davidson, their buyer of dress goods, ventured the assertion that tweed effects would be found fairly good for fall, and that in trimmings jets would lead, followed by silks, velvets and velveteens. He thought plushes would not be strong this fall for trimmings.

TWO WAYS OF DOING BUSINESS.

There was a boy who was sent out by his father to sell some potatoes, according to a writer in Hardware. He carried the bag around all day without a sale, and on reaching home at night threw it down with the surly exclamation: "Nobody that I met asked me for potatoes. One fellow wanted to know what I had in the bag, and I told him it was none of his darned business."

There was in the same town a colored gentleman who went about bawling at the top of his voice: "Fish! Fish! Fish! Fresh Fish!"

"Shut up that racket!" said an angry dame at a window.

"You heah me, missy?"

"Hear you! You can be heard a mile away."

"Dat's what I'se hollerin' for. Fish! Fish! Fresh Fish!"

The colored gentleman was an advertiser—and sold his goods.

COSTUME ACCESSORIES.

THE hot weather is again with us, says the Sartorial Art Journal, and the nearer we can approximate to the simplicity of costume favored by our first ancestors, the more comfortable we shall feel. With us, however, we have always—like the poor—a Comstock and a Parkhurst, advantages of which the Garden of Eden was unable to boast, and out of respect for them we must conform to receive usage regarding wearing apparel.

HINTS ABOUT HATS.—In the matter of costume accessories, to begin at the top, we have in full sway at the present writing the straw hat—and indeed it is straw hattier than ever. By that lucid expression we intended to convey that it is more popular, more in evidence than ever. As regards its appearance, all that can be said is that the fashionable straw hat is the sailor shape, with crown higher and brim somewhat narrower than last year. This is an improvement, and tends to make the slim youth of the summer of 1894 bear less resemblance to an open umbrella than his prototype of last year did. The most “proper” of these hats are of the split straw variety, but mackinaws and sennets have also their admirers.

Alpines are very popular wear, and the favorite colors are pearl and wood shades. Youman's shows a most artistic one of light drab in beaver finish, with band and trimming of pearl. Black bands on pearl alpines are certainly seen in abundance, but they have got passe for fine trade. Dunlap has taken thought for the man who dislikes a straw hat, and has produced a pearl derby with a black cloth band, which is taking well; and Miller, too, shows some very light-weight stiff hats, mostly unlined, which will compete favorably with straws.

SHIRTS.—The fancy colored shirts, with stiff bosom and cuffs attached of the same material, are most decidedly the leaders for day wear, not only in the city, but accompanying the more or less undress of the summer resort walking costume. Drab and wood shades are the newest, and the patterns most in favor are medium stripes running perpendicularly. With these shirts a white linen collar is also worn, which may or may not be attached to the shirt as the wearer prefers. Opinions are rather divided as to the correct shape for the summer collar. Some favor the very high band turn-over, but it is at best an awkward collar and difficult to be laundered, so that in all probability the majority will turn to the easier varieties of the poke or to the always popular ironed point, which certainly is entitled to be considered the happy medium.

Of course, when active sports are indulged in, the stiff bosom shirt is inappropriate, and for such occasions it will give place to the soft bosom shirt of colored madras or percale, with stiff collar and cuffs. There are many, indeed, who prefer the ease of these shirts for all day wear in hot weather. Some in white madras are very tasteful.

NECKWEAR.—What has been called the club tie is the prime favorite. It may be cut straight all around, about an inch and one-eighth wide, or may taper to a width of nearly two inches at the ends. The latter forms the butterfly bow. Black, in light weight silks, is very popular for these ties, although every variety of color combination is to be seen, and they are also much worn in wash goods, to harmonize with the shirting.

Very light weight silks in many shades and patterns will also be worn tied in the prince knot as a change.

GLOVES.—The warm red and brown shades have receded

from favor before the cooler looking and more comfortable pearl-gray suedes.

SHOES.—Russet shoes are correct wear with all negligé costumes, that is, with sack suits of all kinds, though they do not harmonize well with a full suit of a dark color. They should never be worn with a frock coat, and, shades of the Olympus of Fashion forefend! never, never, never in combination with a silk hat.

A DISCREPANCY.

The Kingston Board of Trade condemns the proposed grant to the fast Atlantic steamship line. A despatch says: “Business men in this and other cities in the West contend that what is needed is a line of large steamships that can be utilized to carry freight, cattle and grain at cheaper rates than at present, so as to compete with steamers sailing from New York to England. It is considered that at present the high steamship freight rates are crippling the business done by Canada with Great Britain.”

The present steamship companies, on the other hand, are complaining that if the new line is established there will be the dividing of a business which is none too profitable now.

There is a discrepancy somewhere. The present lines have a sliding scale on cattle, etc., whereby the charge is varied according to the price of the goods marketed in Great Britain. This would seem to indicate that they have too much of a monopoly. There is a great deal to be explained yet about this matter.

MONTREAL FRINGE AND TASSEL WORKS.

Cords, tassels, coat and sacque loops, and similar trimmings are manufactured by Moulton & Co., at the Montreal Fringe and Tassel Works, 10 St. Peter street. The Toronto agent is Benj. Allen, Colborne street.

Silk cords and barrel buttons are two specialties with the firm, and their prices may be worth investigating, as they claim to have extra values at prices lower than in previous seasons.

They also claim that in point of superiority of coloring and reliability of material that their goods are better than many competing lines.

THE CALAMITY MAN.

There is a man—we know him well—
He travels East and West,
Who finds it fearful work to sell
His goods, though they're the best.

He has a dismal, gloomy air
As you could wish to see,
And with the cynic's mild despair
He talks calamity.

You ask him how he finds his trade,
He shakes his head at first,
And then declares he is afraid
We have not seen the worst.

Business is always dull with him,
A pessimist is he;
And with a smile that's deathly grim
He talks calamity.

Some time, when at the golden gate
Of heaven he doth appear,
The chances are that he will state
“It's awful dull up here.”—Exchange.

Read, Mark, Learn

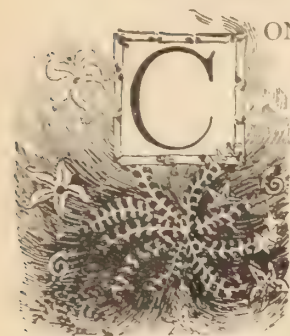


In order that the regular advertisers in THE DRY GOODS REVIEW may have an opportunity of placing their Fall Announcements before those of the retail trade who are not now subscribers, we will as usual **double the circulation of the August number**, sending out 8,000 copies to the retail trade from Vancouver to Halifax. Advertisers should make a note of this and prepare good live advertisements of lines of goods you are making a specialty of. Retailers are looking for “snaps;” if you have any to give them say so in your advertisement.

Everything necessary to turn out a journal, first-class in every respect, will be employed in producing this Fall Number of DRY GOODS REVIEW.

Applications for extra advertising space should be in **at once** — we close matter on 3rd of August.

SPECIAL MONTREAL NEWS.



CONSIDERING that the end of June and the beginning of July is usually a quiet time with the wholesale dry goods trade, the volume of business in summer goods has been more satisfactory since our last than most people expected. Sorting orders for prints, colored cottons, gingham, etc., have continued good until very recently. Now, however, business has ruled rather duller, but travelers, who are now all out on their placing trips on fall account, are still getting quite a few orders for summer goods. This is notably the case in light ground prints, for which the demand since the spell of hot weather set in has been unusually brisk. City retail trade has not been specially active.

There has been a fair enquiry for Nottingham and other laces, in fact, fancy goods have had their fair share of activity.

No important change is to note in values since our last, and the general tendency of the market has been steady on the whole.

Payments are rather slow, but it may be remarked as an encouraging feature that several of the big general houses report returns on the 4th of July much better than last year at the same date, one or two of the houses stating that the improvement in their particular case was fully 2 per cent. Even the houses that do complain agree that their returns if not better than last year were equal to it.

The case of the General Bazaar Co. is still pending. Details regarding the present stage of its affairs will be found elsewhere. They are decidedly interesting.

A problem that is bothering the trade here is that insolvent estates in Ontario when wound up invariably pay better than those in Quebec. A leading wholesaler informed our correspondent that Western insolvents frequently paid as high as 33 1/3 per cent. better than insolvent traders in the East. He was at a loss to understand it and would like THE REVIEW to take the subject up and furnish a solution if possible.

A wholesaler states that his advices from the West are to the effect that the large retailers who import direct are buying very lightly this fall. He expects, therefore, that there will be a good change later on in the season for the wholesaler.

It is expected that there will be a big run on velveteens this fall. S. Greenshields, Son & Co. have made ample provision in anticipation of this event and show a line of goods that it would be hard to surpass. In dress goods their plain cashmeres, plain satin cloths, etc., are well worthy of inspection. The firm expects that this class of plain goods will be leaders this fall.

S. D. Fraser, of S. Greenshields, Son & Co., has just returned from the trip through Ontario and the West.

Brophy, Cains & Co. got in the other week, ex ss. Monte Videan, a large shipment of fall dress goods, silks, laces, etc.

M. Fitzgibbon, of Thouret, Fitzgibbon & Co., sailed last week from New York on his regular fall visit to the various European markets.

Some handsome dress goods were being received the other week by Wm. Agnew & Co. Among the striking lines were "mother of pearl" moire effects of Austrian design, "Oudule,"

"Arlesienne," etc. A leading line of dress goods with this house this fall will be effects in black and white, some of which are of very rich appearance. "Pied de Poulet" is one of the notable examples of this description of goods in a multitude of designs and effects. These patterns are all-wool double-fold goods, and are now all the fashion in France for ladies' wear.

Black "confection" suitings are new and handsome goods to be had only from Brophy, Cains & Co. It would be hard to imagine anything handsomer for ladies' suitings than these goods.

How are they made for the money? Why, the wool alone costs that. Where did you get them? Are they made in Montreal? These are the remarks buyers make when being shown some low lines of ladies' and misses' underwear that Brophy, Cains & Co. have.

Hodgson, Sumner & Co. are showing some very attractive lines of new "Wave" braids at prices from 85c. to \$1.00 a gross, which should prove good selling stock. Their range of fancy garter elastics at from 40 cents per doz. and up is very tempting also.

"Try-me Soie" is one of Brophy, Cains & Co.'s new silks for summer and fall of '94. This firm are now showing some very pretty and new designs in pirate caps and "tams," their misses' caps in the latter in navy and other colors with gold centres are very active.

The demand for satin and moire ribbons experienced by Jas. Johnston & Co. this summer has been an unusually large one. This firm are now receiving their usual fall supplies. Their assortment of laces, etc., and other descriptions of trimmings is as usual with them most complete in its character.

A well known characteristic of Brophy, Cains & Co. is the highest class of black dress goods for gentlewomen. They are showing some beautiful new styles for the incoming season, designs shown exclusively by them. Ladies' and misses' combination suits is another feature with them.

S. Greenshields, Son & Co.'s fall stock of trimmings, etc., is an unusually large one. Braids and laces are very fashionable, a striking line of goods in the latter being the new "beurre" effect of the fashionable butter color. These goods are now coming in, also the staple line of Priestly's dress goods and cravenettes.

Dress goods that promise to sell more largely are wavy effects of a serge on a bold twill in mixed colors. Wm. Agnew & Co. have a wide range of these, such as "en boule," "Vigoureux," etc. "Covert coating," an effect in a Venetian twill, is another leader with this house. Box cloths which they expect will be largely sold for high priced goods is also another large line with them.

There is a regular rush for light ground prints at present, and, at the time of writing, S. Greenshields, Son & Co. can hardly get their orders for them out fast enough to suit their customers. It may be interesting to note that the general expectation among the trade in regard to these goods early in the spring was that they would be poor sellers. This firm's fall goods are now commencing to come in, and they note with satisfaction that their six months' trade is ahead of the aggregate for the corresponding period in 1893.

Thouret, Fitzgibbon & Co. report, regarding the coming shades for fall gloves, that it is evident that medium tans and browns will again obtain the preference, though for high class

trade fancies, especially a new cadet blue and myrtle are certain to be successful. Blacks have been more in demand than usual. This possibly is due to the plan adopted by this house of cutting a slightly higher grade of skins than the standard grade used in colors.

Enquiry at the glove department of Thouret, Fitzgibbon & Co., by THE REVIEW's correspondent, elicited the fact that very little mail business was being done, fabric gloves, owing to recent hot weather, taking the place of kid as is usual at this season of the year. However small orders to sort up country stocks continue to be received, but most of their customers, having placed larger orders than usual for "Jammet" make of French gloves, owing to their excellent quantity, are allowing their stocks to run down and wait till new goods arrive 1st September.

Our correspondent was informed by Messrs. Thouret, Fitzgibbon & Co., that Suedes are not in demand, in fact the leading line both here and in the American market continues to be a laced glove. On the whole they report that a good import business has been done, and owing to the small stocks throughout the country and the fact that jobbers are unwilling to carry a large surplus, it is evident that there will be a shortage in November of even staple lines, and buyers are advised by them not to wait until quite out of a size to re-order.

THE VALUE OF SOMETHING NEW.

It is a great thing for any dry goods store to get the reputation of always having something new on hand in the way of new styles, new fabrics, etc. It is advantageous, if possible, to be always receiving something new and different from what you have in stock, even if the goods are received in small quantities.

We once knew of a store which made its entire reputation (and finally grew to be quite a success), from the fact that every Wednesday morning some new line of goods was shown. The proprietor of the store made it a business to order something fresh and nice every week in first one line and then another; possibly each week only receiving one or two different things at the most. He made it a point that every week there should be something new to show the customers, even if he had to keep some of the goods received the week before, done up in the original packages, until the following Wednesday, when he wished to open and display them. The people in the city in which this store was located grew to looking for this as a regular feature. Every week they expected that there would be something new at this store, and they always came in crowds to see the new thing, whatever it was, and to buy.

As the dry goods stores of to-day handle so many different lines of goods, this is a much easier thing to do than in a store where only one or two kinds of merchandise are carried. For instance, one week you may open up a fresh shipment of fans, the next week a fresh shipment of dress goods, etc., taking in each stock, one at a time. Let these things, which you display as new goods, really be new. The store which we mentioned above paid a man in New York city a small sum weekly to look around among the large wholesale dry goods houses, and select one new thing each week. The expense incurred in having this man in the market was very small, as he was only required to make one small purchase each week, and the profit on this new purchase, however small, would more than pay his salary, and the gain which the store received from it was the reputation for being always on the look-out for new things, and always showing the latest goods.—Chronicle.

FOR . . Fashionable Dress Goods and Novelties

BROPHY, CAINS & Co.

WE SELL . . .

The highest class of Black Dress Fabrics "For Gentlemen."

Black Velours in plain and Jacquart effects.

Black **Confection** suitings in small neat designs. These are shown by no other house.

For **Fashionable** tailor-made gowns you **must have** our Covert Coating, Duchess of York Coating, and Satin Faced Cloths.

In Paris and London reversible Costume Cloths will be the rage this coming season; we have them; the combinations are beautiful.

We are showing **new goods only** for Cape Cloths, Wraps and Mantlings. See our Fine Faced Box Cloths and Novelties in Reversibles.

Lister's "Lisvel" Black and Colored Velvets, and Lister's "Lisreine" rich silk seals, **rainproofed** by special process—these are British made goods at moderate prices.

In Silks we have Bagdad Surahs, Pin Spot Bengalines, Paisley Figures, Black and Colored Moires and Moire Antiques.

"Try-me Soie" is one of our New Silks. Very Handsome Ranges in **NEW Fancy Dress Goods with trimmings to match.**

We keep Wm. Currie & Co.'s Odorless and the "Distingué" Waterproof Garments.

ENGLISH FLANNELETTES. Our usual full assortment in all other Departments.

Brophy, Cains & Co.

196 McGill Street

MONTREAL

TRADE IN TORONTO.

AMONG the wholesale houses the feeling concerning the spring trade is that it finished up wretchedly. The last three weeks, being warm weather, induced a good midsummer trade, and this relieved what would otherwise have been a painful monotony of very quiet trade. Nevertheless the whole volume of trade during the past two months has been less than for the corresponding period of last year, and much less profitable. Fall orders are not quite so good as last year, but everybody takes a hopeful view and buyers are confident, although careful.

Pin spot muslins are very scarce, the demand having distanced the supply. Narrow Valenciennes laces have also had a momentary demand of large extent.

Narrow jet edgings are in active demand, and will be the leading trimming used this fall.

Cream goods are still selling in cashmeres, serges, henriettas and estamene, taffeta and silk gloves, underwear, laces and parasols. Cream moires are scarce.

Letter orders still continue fairly numerous, although wants are in many cases very petty. Payments continue about normal. The Fourth of August is not far away, and retailers are now being warned of the fact. The careful retailer is beginning to hustle his delinquent customers, and is fitting his bank account with a time-lock marked: "Aug. 4th."

Cream cashmeres are favorites with the fair sex just now, although no wholesale house seems to have a large stock. Cream gloves in lisle, taffeta and silk are also selling well and are scarce with the jobbers. Wool crinkles are steadily moving out, and most wholesalers have found it necessary to repeat.

The month's importations by W. R. Brock & Co. are worthy of notice at many points. Cream silk gloves, now so scarce, are being opened up. Hercules braids in all widths of black and cream are re-stocked. Linens are also in full display, and, in spite of the stiffer price of flax, their buyer has secured some stock lots which are now being offered at even lower prices than obtained before the rise in the raw material. These special lines include towellings, tablings, canvasses and napkins. Similarly some manufacturers' jobs of prints and other cotton goods have been picked up, and their customers are to receive the benefit of reduced prices on these lines. Some odd lots and broken ranges, and also some travelers' samples can be secured at very reduced prices in their hosiery, glove and men's furnishing department.

In John Macdonald & Co.'s haberdashery department canvas belts, belt buckles and black silk Petersham in rolls are just to hand. H. B. red embroidery cotton is now shown in cabinets. Stockinette, silk, satin and cambric dress shields are re-stocked for the season's trade. All numbers of Thomson's corsets are again procurable in plain and web bands. Sequin trimmings in gilt, silver, steel and black are in full display, as are black jet edgings and braid insertion trimmings.

Wyld, Grasett & Darling's haberdashery department and their neckwear department are both very busy at present and sending out a great deal of merchandise. These departments are steadily gaining in favor with the trade, owing to the fact that all seasonable goods in their particular lines are always found in stock at the proper time.

W. R. Brock & Co.'s ribbon department has received a shipment of the newest foreign ribbons in the market, including a line of art designs in black moires, designated "W. L. B.," in

widths 5, 9, 16 and 24. Another line to hand is called "R.W.P.," and is a very handsome combination of moire and satin in all the leading colors and widths.

Wyld, Grasett & Darling are offering summer clearances in prints at prices which ensure quick movement. Their lines need no recommendation. In linens they have a full display of towellings, tabling, glass-cloths, etc., among which are some very special prices despite the fact that flax is high at present.

Caldecott, Burton & Spence have maintained a full summer stock of their specialty—hosiery and gloves. Stainless black and stainless tan are in full display in hosiery, as are whites in all qualities. Black, tan and cream gloves are offered in their well known lines and to suit the season's vagaries. In cashmere hosiery their range is never incomplete.

Those merchants who find their lines need sorting up are sure of being able to fill from the well assorted stock kept by Samson, Kennedy & Co. They are continually receiving shipments which keeps their stock well up to date. Their letter order motto: "No order too large that its details escape attention; no order so small that we do not cater for it," is making this department popular.

Caldecott, Burton & Spence received recently a shipment of their hard-finished diagonal boating serges in blacks, navys and browns.

VELVETEENS, SEALETTES, PLUSHES.

AFTER the very quiet spring season just passed, velveteens are again moving with some of the vigor that characterized these goods two seasons ago. Immediately after the passage of the new tariff, which raised the duty on velveteens from 20 per cent. to 30 per cent., considerable activity has resulted, partly from a desire on the part of the retail merchant to speculate, as well as a growing demand. The coming season will give considerable prominence to velvets. Blacks are in as good demand as they have been at any time during the last decade. Colors are fair, being good on browns, but not so active on others.

Some novel effects in moire in small designs, shown on the different colored grounds, produce an effect that will have many admirers, and are reported by Caldecott, Burton & Spence as selling well for the autumn. They are also showing silk velvets in the moire effects, and also moire spots, which have been bought for fall trimming trade. These are exceedingly handsome goods. Silk velvets are to-day quoted probably the lowest ever known in Canada, caused by the decline in silk (raw), which goes largely into consumption in velvets.

The latest advices from Paris show that sealettes and plushes are fast reviving, and promise to be a feature of the fall trade. Buyers should bear this in mind.

Moire velveteens are to hand in a large shipment and full range with Alexander & Anderson.

Some ten cases of black and colored velveteens are being opened up by John Macdonald & Co.

PRINTED FLANNELS AND VELVETEENS.

Two very special lines are being offered by W. R. Brock & Co. The first is a line of printed French flannels suitable for wrappers, children's dresses, etc. The finish is perfect and the

touch assuring. Taken altogether, this must be acknowledged as one of the best lines ever offered to retail at 50 cents. The cloth and the designs are confined to this firm.

The second line comprises two makes of velveteens, the "Elite" and the "Clarion." W. R. Brock & Co. have been appointed sole Canadian agents for these two celebrated makes.

MEN'S FURNISHINGS.

GENERAL trade in furnishings has been very good along all lines. Light colored neckwear, vests, underwear, half-hose, suits and suitings, linens, belts, etc.—all these have found a steady demand despite the slow trade in general lines. The young man of this fin de siècle period has a desire to be elegantly dressed, even if his employer has found it necessary to defer any increase in his salary for another year. Men must be decently clad, and hence furnishings are seldom in that state known as "extremely dull." The volume of trade may lessen, but there is always a volume of greater or less extent.

The fall placing orders for stiff hats show a decrease in volume. This may be taken as an indication that stocks are heavy. The explanation is that retailers bought fairly heavily in stiff hats for spring, and then found that a great deal of the demand was for fedoras. The soft hats had to be bought then to meet the demand, and the stiff hats were left on the shelves.

A leading hat dealer ventures the opinion that few soft hats will be sold in the cities this fall, although they will continue to run in towns and villages. Then next spring will witness its almost entire displacement again by the stiff hat. In view of

this apparent trend of the trade, dealers will no doubt buy soft hats in small quantities as needed.

There is really nothing very new to report in neckwear. The styles illustrated in the two previous issues of this journal are still running. Some new ideas will be ready next month.

W. R. Brock & Co. report an extraordinary call for cream worsteds, cricketing flannels, light weight worsteds, etc. The male portion of the community seem to be going in for this class of goods much more strongly than at any previous season. This house claims to have yet a very fair assortment of this class of merchant tailors' supplies.

Clearing lines in men's summer underwear, summer vests, and summer shirts, are being offered by John Macdonald & Co. at prices which are inducing an active movement.

In their men's furnishing department, W. R. Brock & Co. are showing a very fine line of summer waistcoats, neckwear, and outing shirts; also sporting and other belts.

Firemen's, police, band, baseball, lacrosse, cricket, and society caps, are manufactured to order by A. A. Allan & Co. This part of their business has developed a great deal during the past couple of years, and has now attained to very considerable proportions. Specially competent designers and workmen are employed, and the quality of the goods turned out is above reproach. Railway employees' headgear is another class.

The entire new fall line of the Dominion Suspender Co. will be with their travelers, and at their Toronto office, 45 Canada Life Building and Montreal office, 28 St. Sulpice street, about July 12. They have a new wire buckle to show the trade, pronounced the best and most perfect ever invented. New styles of webs and mountings will be exceptionally fine and exclusive.

COLLARS...

IN ALL STYLES

85 Cts. a Dozen

BALBRIGGAN UNDERWEAR

Plain or French Neck Finish

Can Offer Special Inducements

Natural Wool Underwear, Ribbed Skirt	\$7.50 dozen
Underwear in three shades, to retail at	0.25 each
Can improve on usual prices of stripes to retail at	0.50
Hermsdorf Black Half Hose, full finish, from	1.25 up
Black Lisle (Hermsdorf) at	2.25

TAN SHADES A SPECIALTY

Second Importation Summer Neckwear now in
Endless Variety in Cotton Ties
Alpaca Umbrellas at \$5.50 and \$7.50
Our Leader in Silk Umbrellas at \$12.00

WRITE FOR SAMPLES

GLOVER & BRAIS

184 McGill Street, MONTREAL

ARTIFICIAL SILK.

THE production of artificial silk is a problem which has occupied the attention of inventors from time to time during the last fifty years or more. Some who have made attempts to solve it have, as closely as possible, followed the natural production of the silk from the worm. How far they have succeeded is well known. As far back as 1843, Andemars, a Swiss, produced an artificial silk which, however, never came to anything. The next attempt of any note was made by Count de Chardonnet. Samples were shown at the last Paris Exhibition, some of which were very fine, yet we have heard nothing of it recently. Another method was invented by Du Vivier, some of whose samples we have seen. But the latest and, certainly, in our opinion, the most satisfactory is that of Dr. Lehner. This artificial silk is produced by an exceedingly simple process, and promises to be a great commercial success. That the inventor is not alone in his high estimate of the value of his production is proved by the fact that a company, with a capital of about £100,000, is already being formed for working the patent. We had an opportunity, a considerable time ago, of seeing samples of the yarn and fabrics and were supplied with a description of the machinery, but Dr. Lehner desired to fully complete his arrangements before making his invention public. The time having arrived, we have much pleasure in giving full particulars of what we consider a most valuable product. The machine for manufacturing the artificial silk closely resembles an ordinary spinning frame. An emulsion having been first made, it is put into a large glass vessel placed above the frame, along the back of which is a long glass tube, having outlets provided at regular intervals. Immediately under, and parallel with, this tube is a long trough divided into sections, corresponding with the outlets from the tube. To each outlet, an artificial silkworm is connected by the aid of india rubber tubing. The silkworms, which curve upwards at their terminations, rest within the trough. Each worm ends in a fine point, supplied with a small orifice, the size of the orifice being governed by the thickness of the strand to be formed by the emulsion passing through it. The trough contains liquid. Immediately above, and a little in front of the trough, is a glass rod reaching the full length of the machine. This rod is supplied at short intervals with projections, and glass guides are also placed before them. Next is a series of rollers, and under them the spindles, flyers and bobbins. In describing the operation of the machine, we will suppose we are composing a yard of twelve strands. The emulsion flows, without any mechanical pressure, from the glass vessel, along the tube, from which it finds its way into the artificial silkworms. The strand is taken up with a wire hook and passed over the rod, between two of the projections, and from thence through the guide. This operation is repeated with the other strands composing the one thread of yarn, each of which passes over the same guide, where, of course, they meet. They then pass in one thread over the roller to the flyer and bobbin. One point is very noticeable. In its original state we see a liquid compound, and yet, when the bobbins are reached, the yarn is almost dry, no apparatus being required to effect this. We regard this as a remarkable feature and one in which the inventor is well ahead of previous inventors.

A further process is necessary so that there shall be no tendency to inflammability. This process attains its object perfectly. We made our own tests, taking a piece of cotton fabric and one made from the artificial silk. With a lighted cigar,

holes were made in each. In the former, of course, burning continued until the whole fabric was consumed. In the latter, burning ceased the moment the cigar was removed from contact with the fabric. Cotton yarns were burned in a gas jet, with what result everyone knows. Artificial silk yarns were tested the same way. The burning ceased immediately the yarns left the flame. We may, therefore, consider this silk non-inflammable.

A great point in any artificial product is its price. Unless it can be manufactured satisfactorily at a cost very greatly below the genuine article, there is no benefit to be derived from it. The cost price of the present article is surprisingly low, as is evidenced from the report shown to us, which has been prepared by Cross & Bevan, analytic chemists, 4 New Court, Lincoln Inn, London.

We were shown some beautiful yarns, both in fine and coarse counts, the lustre of which surprised us. They take dyes wonderfully well. Almost every conceivable shade, from a bright lustrous black, and purple, and blue, to the most delicate tints, was passed before us. Yarns have been dyed by independent firms and passed on to various manufacturers, who have utilized them as they thought proper. The result is that a great variety of fabrics can be seen, proving the wide field open for the artificial silk. We saw handkerchiefs which it is almost impossible to differ from the genuine silk article; cotton fabrics, striped with the new yarn; muslin treated in a similar manner; a beautiful piece of upholstery fabric in a delicate shade; another cloth showed the yarns utilized for crewel work. There were also trimmings and tassels for upholstery purposes, and even gloves. Judging from the variety of samples, we have no hesitation in saying that this artificial silk should be the means of promoting a new industry. In the superseding of silk, the new yarn will not play a very important part. There is scarcely a fabric for wearing, upholstery, or other useful purposes, which is not capable of being greatly beautified by the use of the artificial silk, and it is in this direction that the inventor and the company hope for success. The ultimate fate of the invention cannot, of course, be foretold, but its prospects of success appear to us to be of the best.—Textile Review.

HAMILTON BOARD OF TRADE.

The annual meeting of the Hamilton Board of Trade was held Monday. The election of officers resulted in H. N. Kittson being re-elected to the office of president; Archdale Wilson, vice-president; C. R. Smith, secretary-treasurer; John Knox, W. H. Gillard, George Roach, T. C. Bruce, Alex. Turner, J. J. Mason, W. E. Sanford, T. H. McPherson were elected members of the council for the ensuing three years. The Board of Arbitrators, appointed for three years, will be composed of B. E. Charlton, R. A. Lucas, W. H. Gillard, and J. M. Lottridge. At a meeting of the council, held immediately afterwards, President Kittson informed the members that he had interviewed the Mayor upon the question of toll roads, and had found that the City Council's views on this subject coincided largely with that of the board, and he had every hope that a settlement would be come to. A discussion upon the proposed Intercolonial Conference took place, several of the members expressing themselves as being averse to some of the objects of the conference, among these being the procuring of a discriminating tariff between Great Britain and the colonies.



BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.
When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.

84 ADAMS ST., CHICAGO

1/4 size fac-simile of package.

F. W. HUDSON & CO., Sole Agents, TORONTO.

BUY . . .

The goods that will give you the best value for the
money. Do this in every line, but more especially in
such goods as Men's, Boys' and Youths'

BRACES

This you can do by purchasing from C. N. Vroom, St.
Stephen, New Brunswick. His goods are made with the
greatest care as to quality of material and workmanship.
When you buy as here indicated you will have something
that will

SELL.

THE BEST
IS THE CHEAPEST



The Best . . .

**SILK CORDS,
BARREL BUTTONS,
TASSELS, Etc.,**

In the market, bear this Trade
Mark on every box.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for
Travellers, Sportsmen, and Mechanics. For sale by all whole-
sale houses. Wholesale only. Largest and only manufacturer
of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

MATTHEWS, TOWERS & Co. . .

MONTREAL

House News

• •

Man excels in the occu-
pation of his choice.

We do so in filling letter
orders.

Road News

• •

Travelers are all out.

Should one not reach you
in time, let us know.

Wholesale . . .
Men's Furnishings

PERRIN'S

PERRIN'S

PERRIN'S

PERRIN FRERES et CIE.

GLOVES

7 Victoria Square, Corner St. James St.,

MONTREAL.

ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.



DO YOU STOCK THEM? —

"Maltese Cross" **Mackintoshes.**

BRAND

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

. . . MANUFACTURED SOLELY BY . . .

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO

MONEY-WASTING ADVERTISING.

BY NATHANIEL C. FOWLER, JR.

THE man who says that all advertising pays is a liar. Half the advertising mediums are worth half charged for them. Half the methods of publicity are worth little more than nothing.

Half the advertising is placed because the man who asked for it knows his business.

Half the printed matter suits the compositor better than the man who sends it out.

Half the printed matter is ten times too long.

Half the advertisements attract nobody.

Half the descriptive catalogues are understood principally by their publishers.

Advertising will pay if not too much and not too little money is expended for it.

Economy is to be practised in advertising.

Too much economy in advertising is just as unprofitable as too little of it.

The newspaper or regularly issued periodical is the fundamental back, sides and bottom of all successful advertising, and all else, to be profitable, must be used in conjunction with it.

The circular has its place; so has the flyer, the handbill, the sign on the fence, the painting on the rock, the novelty, and everything else which tends to bring people to the store or to keep regular customers.

In every town of any size there are one or two directories. The majority of directories are issued by concerns who grind them out by the yard and paste on new covers, getting their names from the other directories. The directory publisher depends upon the advertisements and not upon the sale of the directory for profit, because it has no sale. The majority of local dealers advertise in every directory.

It may pay to advertise in the regular standard directory of the town, but it never pays to advertise in directories not thoroughly standard.

If the advertiser thinks his advertisement in the back pages of the directory, surrounded by 100 or 1,000 more advertisements, is of any particular use to him, let him put a \$5 bill among these advertising pages, place the directory in the most conspicuous place in his store, and he will find that his money is about as safe in that directory as it would be in his safe.

The charitable programme, and programmes issued by other local entertainment committees, come under the classification of legitimate blackmail; that is, they are honestly issued, their publishers are leading men and women, and it generally does not pay the advertiser to refuse to place a small announcement in them, because by not doing so he is liable to get the ill-will of regular or prospective customers. He must take this advertising space, although it is practically worthless in itself, and charge it either to charity or to profit and loss.

The advertiser issues a pamphlet describing his goods. He spoils it because he plasters his name all over it. He gives information of interest to himself and not of interest to the public. He is too technical. He does not present his goods so that the public can understand what he intends to tell them. He makes a directory of his catalogue when he should make of it an interesting book of reading. More good money has been lost in catalogue and descriptive pamphlet advertising than in

almost any other method of publicity. The catalogue is indispensable, but its value is practically annihilated by over-writing it and presenting it to the public, typographically and otherwise, in a way which makes the public immediately throw it into the waste-basket without even a glance of recognition.

The flyer is illegitimate in that it is a cheap way of advertising—cheap in cost and cheap in every way.

The flyer can be made to be of benefit if it contains the briefest matter, and only makes one point at a time.

The flyer should never be used to dispose of regular stock, but it can be used for the announcement of bargains, shop-worn articles, or anything else out of the usual line.

The newspaper announcement of bargains is worth much more than the flyer, but both can be used to advantage.

Never let a boy distribute flyers, unless the boy is guaranteed by some surety company.

If he is like the average boy, or like you as you were when a boy, he will leave from one to one hundred at each house, and give to each passer-by as many as he will take.

The circular left at the door seldom gets beyond the front steps, because the wind blows it away.

If the bell is rung, the servant girl takes the flyer into the kitchen and there it remains.

About one out of a hundred circulars left at houses is seen by the inmates.

About one out of every twenty-five handed to passers-by is read by the receiver.

A circular to be delivered at the houses, to be of any value, must be handsomely printed, and sent in a sealed envelope properly addressed.

The circular given out upon the street must contain little matter and be in large type, that when the pedestrian drops it, and it happens to fall face up upon the sidewalk, it may then do a little good as a transient advertisement.

Signs on fences have been proven to be profitable. Do not have the signs so near the street that the occupants of carriages cannot easily read them. A large sign at a distance is much better than a small one near to.

Do not use the expression: "Go to Smith's," or "Smith's is the cheapest."

Say something broad and out of the conventional ruts.

"Go to Smith's" means nothing.

"Smith's is the cheapest" is a hackneyed expression passed by everybody.

Of course the sign cannot be changed often, and therefore it must be of permanent character, but that does not interfere with its being bright.

If you know how to be funny, be funny in your signs.

Dry prose is bad enough, but cheap wit is an abomination.

The mile-board is not bad, although conventional.

If you put up mile-boards be sure that your distances are correct. It doesn't make a prospective customer feel very well to read while on the way that it is five miles to Jones', and then, after traveling a mile further, discover that he is five miles and a half away.

Be sure that your signs along the railroad are a considerable distance from the track, because passengers on a moving train cannot read letters close by the road-bed.

Advertisements on hotel blotters and depot clocks are worth comparatively little, because users of hotel blotters are tran-

MANUFACTURERS OF . . .

Boys' . . . Clothing

CLAYTON & SONS

— HALIFAX, N. S.

We have between two and three thousand
Boys' Suits on hand ready for delivery.

.. PRICES ..

95c., \$1.00, \$1.15

SEND FOR SAMPLES —

Star Cycles

Are a recognized thoroughly
reliable make at **POPULAR PRICES.**

They embrace the best procurable workmanship and
material. They will maintain the reputation of our
Trade Mark and give full and lasting satisfaction to
all concerned. They comprise—

PATH RACERS ROAD RACERS

"Tourists'" Business Wheels,
Light, Staunch and Graceful Ladies' Wheels.

STAR CYCLE WORKS, Wolverhampton.

Canadian Agents,

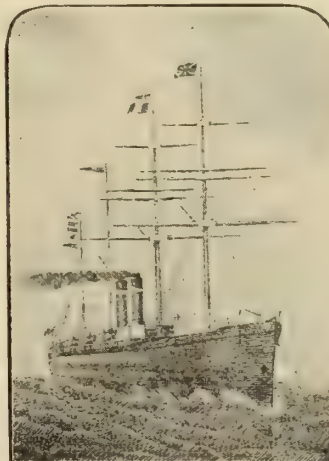
A. A. Allan & Co.

..... TORONTO, ONT.

ALLAN LINE

ROYAL MAIL STEAMSHIPS

Liverpool,
Londonderry
and Montreal Mail Service.



STEAMSHIPS.	From Montreal	From Quebec
SARDINIAN	14 July	15 July
NUMIDIAN	21 "	22 "
PARISIAN	28 "	29 "
MONGOLIAN	4 Aug.	5 Aug.
LAURENTIAN	11 "	12 "
SARDINIAN	18 "	19 Aug.
NUMIDIAN	25 "	26 "
PARISIAN	1 Sept.	2 Sept.

And weekly thereafter.

The Steamers of this service carry all classes of passengers.
The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are despatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE** :— Cabin, \$50 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 single, \$60 return. Steerage to Liverpool, London, Glasgow, Belfast, or Londonderry, \$20. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

H. & A. ALLAN, Gen. Agents, Montreal.

or H. C. BOURLIER, 1 King St., Toronto.

THE CELEBRATED Oxford Underclothing

... FOR ...

Ladies and Children



NEWEST PARISIAN STYLES

PRICE LISTS ON APPLICATION.

W. F. LUCAS & CO.

..... TORONTO, ONT. 129^a London Wall, E.C. LONDON, ENGLAND.

sients, and people don't stay long in a depot if they can help it, and those who do are not generally townspeople.

Stereopticon advertising sometimes is valuable, but is not generally worth as much as is charged for it. It is of too transient a character.

The advertisement in the regular newspaper generally pays.

The advertisement in anything else may or may not pay.

From one-half to three-quarters of the advertising appropriation should go into the regular newspapers, the balance into catalogues and other printed matter.

AMERICAN STYLE SUGGESTIONS.

The present indications all tend towards a very late light weight season, and it is doubtful if any samples will be shown before the first of August.

The uncertainty of the tariff schedule is one of the principal causes of this backward season.

The cold spring has also had a tendency to make the opening later, for retailers are not doing a brisk business in light weights as yet, and the wholesale buyer has to regulate himself accordingly in his purchases.

One of the biggest selling things in fine worsteds, and which will be in demand this season, is a fine hair line; this hair line should be made by weaving the fabrics on a three harness twill; two up and one down. The dressing to be two dark, one light, in both warp and filling. These samples should be woven with light colored lines and dark grounds, principally black.

In worsteds the neat effects in grays and grayish blues will be the best sellers, and some wide stripes, the stripes being formed by the weave, should be introduced in the line, as there will be a call for wider effects in fine trouserings.

Saxony finish goods are coming into extensive use, and in this class of goods the colors should be light and medium; the principal object to be obtained in making these goods is to make a firm well-felted fabric. The styles can be a little more decided, as they will sell in this fabric.

Velvours are coming into style and they will be in demand. The styles should be mainly in dark colors using black and dark blue ground exclusively. These goods can be made in a great variety of styles, and the widest plaid effects will sell, as they will be used for children's suits.

Serges, black and blue, such as those made by the Wauskuck and Washington Mills Co., will sell readily, as there is a place in the market for cheap fabrics of this character, if they are made firm. Weight should be about twelve ounces.—Textile World.

A TIME FOR BARGAINS.

There are times for retailers to lay stress on the offering of bargains, and times for getting the full price for seasonable and salable goods. It only opens up a wrong path to try to impress shoppers with the idea that they can buy goods below their value while there is a healthy demand for them. When the season begins, shoppers must have, or they think they must, new gowns, hats, wraps, etc. Then they will pay a fair price for what they purchase, as the need, real or fancied, is pressing. Then is the time for the retailer to make a profit that will stand as a backer when he sells goods at cost later in the season. When everything is new and fresh and every woman's clothes

appear shabby to her, and before the shoppers have had time to get around the stores and compare prices and values, then is the haymaking season for retailers, and bargains should not be mentioned.

Wait until everything has been seen and shoppers have had the keen edge of their appetite taken off, and then cut prices with a sharp knife and sell short-lived goods at bargain prices. At the close of the season, no matter what time of the year it may be, there is in every store stock that must not be carried over. These goods are better sold at cost than kept, and must be got rid of before new goods for the coming season are opened. It is expecting too much of human nature to think that a shopper will buy summer dress goods in September, while you are calling her attention to the merits of new and novel winter goods. Had you lowered the price of the summer materials in July, probably she would have bought them. There are many shoppers who never have the money to buy ahead, and these can always be caught with bargains at the right time; but do not cut prices when better ones can prevail.—Dry Goods Economist.

SOME MERCHANTS . . .

Have me come in once or twice a year, verify their bookkeeper's work, suggest improvements, and prepare their balance sheet and revenue account. It's good for both bookkeeper and firm. I do it for both large and small concerns. Tel. 801.

A. C. NEFF, Chartered Accountant.

32 Church St., Toronto

Robert Flaws

MANUFACTURERS' AGENT.

Representing English, German, French, Swiss, United States, and Canadian Manufacturers.

72 BAY ST., TORONTO.

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED,**
FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

• Superior Garment Dyeing and Cleaning in
all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
 { 123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co

MANUFACTURERS OF

WINDOW SHADES

Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.

24 BAY STREET

Send for Color Book
and Price List. . . .

Toronto, Ont.

Chicago Fair, 1893.

WHAT THE JUDGES SAY OF OUR EXHIBIT.

Toronto Carpet Manufacturing Co., Ltd.

CANADA.

Department H.—Manufactures.

9528

Exhibitor—Toronto Carpet Manufacturing Co.

Address—Toronto, Ont.

Group 103. Class 649.

Exhibit—Ingrain Carpet. Axminster Carpet.

AWARD

INGRAIN CARPET.

The high standard of manufacture which the owners have adopted. Extra-super ingrain, strictly standard in the number of "Ends" apparent in dissection of warp. The high grade of fulling yarns employed and careful attention to weaving minutiae. Exceeding, in weight per yard, the commercial standard governing extra-super ingrains; also tastefulness of design, and for matching qualities incident to even selvedge, and general uniformity.

AXMINSTER CARPET.

New principles in fabrication, imparting unusual stability and weight to finished product. Tenacious grasp of pile, obtained by exceeding care in the process of tying-in the formative knots, numbering one hundred to the square inch. An improved method of backing which insures evenness of foundation, and grateful wearing qualities.

(Signed) JOHN R. KENDRICK,
Individual Judge.

Approved: H. I. KIMBALL,
President Departmental Committee.

(Signed) Approved, JOHN BOYD THACHER,
Chairman Executive Committee on Awards.

Copyist—M. E. D. Date—May 9, 1894.

TORONTO CARPET MANUFACTURING CO.

.....TORONTO

BOOKS FOR RETAILERS

Pitfalls Of the Dry Goods Trade

Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

PRICE, 10 CENTS.

Buying, Handling And Selling Of Teas

In neat booklet form. Prize-winning essays on the above subject, written by retailers who have made the buying, handling and selling of teas a special study. Postage prepaid.

PRICE, 25 CENTS.

THE DRY GOODS REVIEW
TORONTO

Thibaudau Bros. & Co.

Importers of —

ENGLISH .
FRENCH .
GERMAN &
AMERICAN

DRY GOODS

THIBAudeau FRERES & CIE.
Quebec.

THIBAudeau BROTHERS & CO.
London, Eng.

THIBAudeau BROS. & CO.
332 St. Paul St.

MONTREAL

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR —

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

DEMAND **KNOX'S** AND TAKE
NO OTHER

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned;

Robinson, Little & Co., London
W. R. Brock & Co., Toronto
Samson, Kennedy & Co., Toronto
Caldecott, Burton & Spence, Toronto
Knox, Morgan & Co., Hamilton
R. J. Whitla & Co., Winnipeg
S. Greenshields, Son & Co., Montreal
Jas. Johnston & Co., Montreal
Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

JOHN FISHER SON & CO.

"JOHN FISHER & SONS"
Huddersfield
London
Glasgow
Belfast

Imported Woolens and
Tailors' Trimmings

442 and 444
ST. JAMES ST., **MONTREAL**

N.B.—Special values offered in our English
Worsted and Fall Suitings.

also { **TORONTO**
QUEBEC



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.

CORSETS

At Popular
Prices.

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears
our Trade Mark, the Crown. No others are genuine.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

**CANADIAN
COLORED
COTTON MILLS CO.** **1894**

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

—: **NOW READY** :—

See Samples in Whole-
sale Houses. **D. MORRICE, SONS & CO. AGENTS**
MONTREAL and TORONTO

Show Cases, Amberg Letter Files,
Cashier Cash Registers, Mantels,
Pulpits, Church Chairs, Lodge
Furniture and Library Furniture.

Large stock must be closed out at Manufacturers' Cost.
Giving up Manufacturing these lines.

GEO. F. BOSTWICK
24 WEST FRONT STREET, TORONTO, ONT.

THE C. TURNBULL CO., Ltd. OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

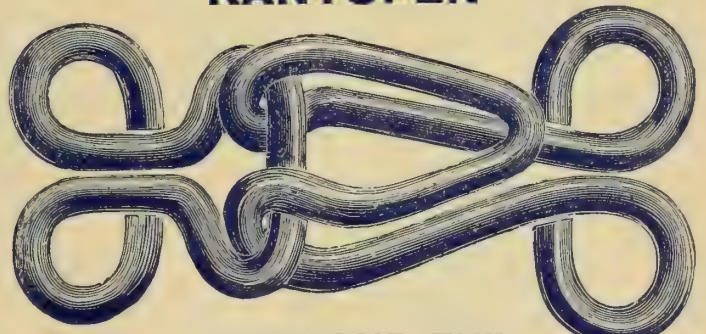
THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



KANTOPEN



HOOK AND EYE

Ask any Montreal jobber for it.

THE CANADIAN NEEDLE CO.

Office and Sample Room, 15 Victoria Sq., Montreal

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



John Macdonald & Co.

TORONTO

TO THE TRADE

Daily arrival of new goods in every department. Carpets, Gents' Furnishings, Haberdashery, Silks, Dress Goods, Woollens, Linens, Staples, Hosiery and Gloves.

This week we have received the largest shipment of the season in our

CARPET DEPARTMENT

Brussels, Tapestry, Wool, Union and Hemp Carpets, Art Squares, Rugs, Mats, Floor Oil Cloths, Linoleums, Table Covers, Piano Covers.

And all sizes in our famous line of

CHENILLE TABLE COVERS

We can sell cheaply because we buy for cash, through expert buyers, and are satisfied with small profits.

Orders solicited. . . .

John Macdonald & Co.

Filling Letter Orders A Specialty.

Wellington and Front
Streets East,

TORONTO

To Dry Goods Merchants, Milliners, Etc.



"IN CANADA very few stocks of Dry Goods, Millinery, Etc., can be found that are free from pieces of goods which are in their original colors unsaleable, mostly owing to the changeableness of fashions. Such cannot be disposed of except at great sacrifice and loss, and even if sold, are rarely found to give satisfaction to purchasers. Such sacrifices should not and need not be made.

"MANY MERCHANTS do not fully realize the great importance of constantly turning over stock which represents capital, and are too apt to keep goods in store because they will not bring their original cost price, forgetting at the same time that the longer such goods remain on hand the greater the loss they cause of interest and principal.

"WE HAVE already been the means of converting many thousand dollars' worth of old and unfashionable goods into choice saleable stock, and we are fully assured that there yet remains millions of dollars' worth of undesirable Dry Goods, evenly distributed with merchants throughout the Dominion.

"BY SENDING to us for our Wholesale Price List, and making a careful calculation, it will be found that it pays to have the old stock re-dyed, and that by doing so it is the only possible way that the capital invested can be recovered."

WORKS AND HEAD OFFICE

787 to 791 YONGE ST.

TORONTO, CANADA

R. PARKER & CO.

DYERS AND FINISHERS

New goods should be shipped
to the works direct.

TORONTO, ONT.

The Dry Goods Review

1894



HERCULES
SUSPENDERS
WARRANTED
2 YEARS
D.S. CO.
MAKERS

Fall Trade Number

THESE CHILDREN

Will wear . . .

"Health Brand"

Combinations

THIS FALL

PUBLISHED BY TORONTO.
THE McLEAN PUBLISHING CO. LTD. MONTREAL.
LONDON, ENG.

All Goods
proofed by the
CRAYENETTE
CO. may be thorough-
ly relied upon for Quality
and wear; and the Cravenette
Stamp may always be accepted
as a guarantee of both the PROOF
and the QUALITY.

GOODS STAMPED
PRIESTLEY'S

Cravenette

Trade Mark, "The Varnished Board"

POROUS WATERPROOFS

that have ever been placed on the market.

AUTUMN, 1894

Briggs Priestley & Sons

Have just brought out a considerable
addition to their

Dress Fabrics for Gentlewomen

Both in Black and in Half-Mournings.
For full particulars apply to

S. GREENSHIELDS, SON & CO.

Sole Agents for Canada

No Mourning Department
can be properly furnished
without a selection of the
above.

 **MONTREAL**

MILLS :

LAISTERDYKE, IDLE, and THORNTON, near Bradford, Yorkshire

BEE HIVE WOOLS

J AND J BALDWIN

MANUFACTURERS

BEE HIVE

SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

CLARK BRIDGE MILLS, HALIFAX.

BEE HIVE

BERLIN FINGERING
SOFT KNITTING
BALMORAL FINGERING
FLEECY
LADY BETTY FLEECY
INDIANA
DRESDEN
WOOLS

THE "TENDIMUS" SKIRT BAND

(ROUND WOVEN ELASTIC TOP.)

Made in
all Colors
and Fancy
Stripes,
3½ and 4½ in.
Deep.

PERFECT
SHAPE.

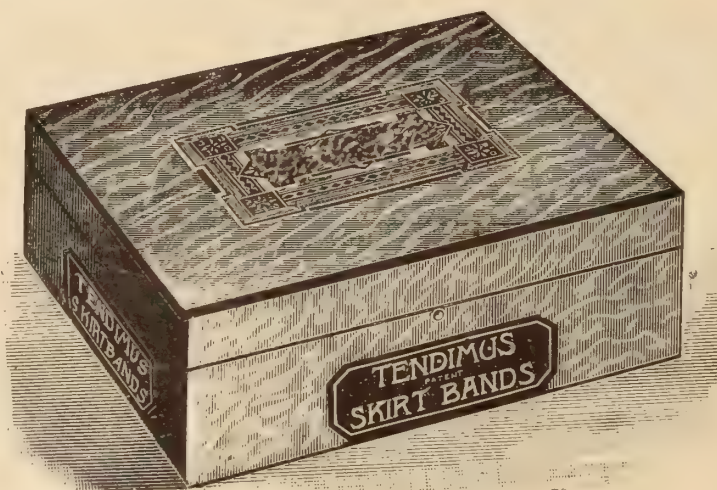


Having
an Elastic
Heading is most
Comfortable in
Wear, and the
Rubber Threads
being specially
Protected in
Weaving,
its Durability is
Guaranteed.

The "TENDIMUS" BAND is now supplied in

HANDSOME INLAID ROSEWOOD CABINETS

CONTAINING
Six Dozen
WITHOUT
Extra Charge



Also in 3 doz.
Strong Cloth
Stock Boxes.
And in the
usual 1 doz.
Cartons.

Sole Agents for Canada

W. R. BROCK & CO., Toronto.

HENRY MARLOW & Co.

90 WATLING STREET, LONDON, E.C.

Manufacturers and
Merchants

— *ENGLAND*

High-class Novelties and Specialties

— IN —

Fancy Satin, Pongee and Brocade Cushions

“ Plush and Printed Silk Frilled “

“ Head-Rests and Chair Backs

“ Tea Coseys and Antimacassars



Fancy Table Covers

Eiderdown Quilts

Art Muslins

Frilled Curtains

Lace and Guipure Curtains

Swiss Lace Curtains

Madras Muslins

Nightdress Cases

Pillow Cases

Brush and Comb Bags

Colored Border Tiffins

Fancy D'Oyleys

Pin Cushions

Art Serges, Plushettes

Tapestry Curtains and Table Covers

Hemstitched Linen Goods

THE CELEBRATED
Oxford Underclothing

... FOR ...

Ladies and Children



NEWEST PARISIAN STYLES

PRICE LISTS ON APPLICATION.

W. F. LUCAS & CO.

129 London Wall, E.C. LONDON, ENGLAND.

Lister's SILK SEALS, Lister's SILK PLUSH.

“LISTER’S”

A Familiar Household Word

Lister's SILK VELVET Lister's MOHAIR PLUSH

LISTER & CO.

LIMITED

Manningham Mills, BRADFORD, YORKS

H. L. SMYTH & CO., Montreal and Toronto

Sole Agents for Canada.

**Alfred Walsh &
Company**

BRADFORD
ENGLAND

BEING MANUFACTURERS, WE CAN SELL AT EXCEPTIONALLY
CLOSE PRICES, OUR CELEBRATED

Full lines carried
at our . . .

Toronto Warehouse

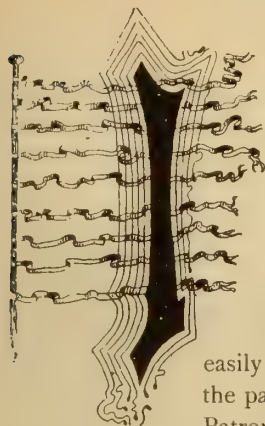
50-52 BAY ST.

Write for
Samples and
Quotations

**Soliel's, Cheviot Serges
Royalettes, Estamines
and Italian Cloths**

ALFRED WALSH & COMPANY

THE POLICY OF THE PATRONS OF INDUSTRY.



N the Toronto Saturday Night of August 4th, "Mack" scores the "patron" policy in the following terms:

Two weeks in the country have convinced me that the newspapers of the various cities in Ontario, and the politicians by their speeches and manœuverings, have put an injury upon this province that will not be easily remedied. During the recent elections the papers and the politicians discussed the Patrons of Industry movement as something

that was purely political, and whenever a Conservative paper had the opportunity to announce that a Patron had taken the field against a Liberal with big chances of defeating him, it dwelt upon the fact with great relish. Whenever a Reform paper could state that a Patron had come out in opposition to a Conservative with chances of flooring him, it also manifested joy. The fact that the Patrons were commercial revolutionists were quite ignored. The movement was regarded simply as one that lent a new interest to the campaign, and the politicians vied with each other in extending courtesies to the new-comers where any small advantage could be gained. In a constituency where a Liberal and a Patron were in opposition the Conservatives thought it good politics and very cunning to put up no candidate, but to plug straight for the Patron and elect him. Where the conditions were reversed the Reformers evinced the same cunning and elected the Patron. Nearly every Patron in the House owes his election to the remarkable cunning of one or other party machine in his constituency. And the business depression that will now sweep over the towns of Western Ontario will be due to the same remarkable cunning. Up in Huron Mr. M. Y. McLean was a Liberal nominee, opposed by Mr. Weismiller, a Patron, and while the latter found the organized farm vote at his back, Mr. McLean was soon made aware that in Seaforth and the other towns or villages of the constituency, he could not count upon any more votes than if it were an ordinary party contest. Conservative townspeople thought such an opportunity of defeating a Reformer was a great political joke. They did not pause to reflect that in defeating one man another must be elected, and that Mr. Weismiller was sworn to a dry goods and grocery policy that would, if triumphant, empty seventy per cent. of the residences of Seaforth and other towns, and leave no business solvent but that of liquor selling. The townspeople, infatuated with political cunning, did not pause to consider that every vote they cast for a Patron candidate added length of days and gave succor and strength to an organization that would have cows pasture in the market squares and have bats fly about in every shop at present occupied by a local retailer of merchandise.

In South Grey the situation was the same. * * *

This language [of mine] can only be called exaggerated on the ground that the Patrons are too human to stick together long enough to accomplish the ends they have in view. The town of Seaforth and the town of Durham and the town of Kincardine and all other towns and villages, are considered unnecessary in the Patron scheme of political economy. If we may assume that their logic is indicated by their commercial

scheme, we must conclude that they consider the existence of a town in the centre of a farming district as conclusive evidence of their being robbed; and when, by diverting their trade, they succeed in drying up the channels of business that have kept the town alive, and cause it to languish and its buildings to decay and fall into the streets, then only can they rest assured that that robbery has ceased. The idea that all men who do not grow grain or produce food or manufacture implements used upon the farm are middlemen and useless drones in the hive of life, is a favorite dogma with a prevalent variety of farmer who is more given to argument in the village bar than to cultivating his fields. The attempt to organize all these theorists into a compact body and to gather round them all those hard-headed and honest men who abound in agricultural Ontario, was not to be feared until the cause was engineered through a general election with considerable success. But now, with 16 or 17 representatives in the Legislature and the prospect of further gains should other constituencies be opened up, there is reason to fear that the movement will in some districts embrace the entire farming community, and leave retail businesses no option but to go out of existence. And this is the charge against politicians and local party papers, that they have, in their blind eagerness to discomfit an old time opponent, fostered a new antagonist, who will turn out to be not only politically adverse but who is bent upon financial reprisals that extend to the bitterest limit and cease only when its strength fails.

Suppose that the attempt to organize the farmers should succeed—the movement has been assisted in every unexpected quarter—and they should become a compact body for business purposes. The pith of Patron gospel is that the middleman is an excrescence, and that the farmer can and shall deal direct with the factory, the refinery, the first producer of whatever he needs. This sounds very simple. Goods, however, require to be stored and insured and parcelled and shipped whether the distributing point be in a country town or in the wholesale quarter of the metropolis. The starving-out of retail stores would result in fattening a host of so-called wholesale houses. They could not handle the trade of the country without increased premises and a multiplication of clerks. The man who formerly conducted a little business in a western village and supplied a hundred farmers with necessities, would now hustle behind a counter in a Toronto supply house and fill the needs of his old customers. But there would be many points of difference between the first and the last condition. For one thing, there would be a little building, a combined house and store, standing idle in Elmroot. It would yield no taxes for school purposes, contribute no sum to church support, and into its kitchen there would not daily disappear a basket of vegetables, meat, poultry or dairy produce. The local markets that dot the country would disappear, except in so far as they are shipping points. The large cities would grow larger, and the towns and villages would shrivel up, if all farmers became Patrons. There would be no gradations between metropolitan and bucolic life. Those who could not find employment in the cities as "middlemen" (after the location of middlemen had thus been transferred from a thousand points to one central point where all such lines of business could be organized into monopolistic strength) would be forced to take up land and vastly increase the bulk of grain, roots and meats produced without widening the present market by an inch. In fact, all these people thus forced into the business of agriculture would not, as at present, be consumers, but would become producers, so that for a reduced demand there

would be an increased supply. If the outlying parts of Ontario were converted into a vast field of grain and all capitalists and handlers were centred in the cities, things would in this modern day be in such pretty shape for the operation of combines and the practice of oppression that history could offer nothing to compare with the conditions that would ensue.

At present, between the granary of the farmer and the vast storehouse of the millionaire, there stand a dozen shrewd men bidding against each other, interested in keeping corn moving in Egypt, and checkmating the mammoth purchasers who would corner grain and starve the world into paying extortionate prices for food. At one time in France, when means of transport were crude, manipulators bought up the staple food supply of the realm, and allowed 75 per cent. of it to rot so that during the ensuing famine they could secure fabulous prices for the preserved 25 per cent. In these days, when fortunes are so vast and when time and space are annihilated by swift steamers and marine cables, the inextricable complication of the commercial fabric is the only thing that prevents a few men from getting the whole earth under their thumbs. The simplifying projects of the Patrons if successful to the fullest extreme (as they can never be, however), would restore the social situation of the Middle Ages when all men were clear-cut into two classes—serfs and masters. The tiller of the soil would subscribe to no oath of fealty to the millionaire in his city office, but after the whole country outside the cities had been converted into one vast farm the social grades would disappear with the commercial grades, and the great dealers of the city would demand and secure the products of the farm at whatever price they cared to give. The natural trend of events is towards government by finance rather than by family. Hereditary rule is weakening. Patriotism was once the life-principle of politics, and trade had to accommodate itself to such conditions as the jealous observance of the national honor might impose. Nowadays patriotism and national honor must reconcile themselves to the requirements of trade. There must come a day when a metropolitan board of trade will rule a nation more intimately and surely than will its parliament and senate. And this governing body will not be composed of men elected by the votes of the people, but of men who shall mount up by the propelling force of dollars and are made great by their commercial acumen. To simplify the commercial tangle, as the Patrons purpose doing, would bring that day at once upon us, and we should have a nobility of moneyed barons, lords and masters more potent, tyrannical and unfeeling than their hereditary forerunners.

When we discuss the Patrons and their commercial objects it does not do to lightly ridicule what they propose doing. Suppose that they should produce in their midst a Wiman or a Van Horne, with a genius for organization, could not such a man perfect the scheme to a degree at all events sufficient to stagger for ten years the local trade of every town in the country and to make a lasting effect upon the domestic commerce of the continent?

It is said by some that the Patrons have abandoned their commercial purposes and but seek to bring about certain legislative reforms. Don't you believe it. There are shrewd men in the order who started out in the belief that the failure of the Grange movement was due to its utter insignificance in politics, to its lack of weight with Parliament, and its consequent want of glitter and prestige in the eyes of farmers. These

faults, which doomed the Grange movement, have been remedied in the Patron movement with a success that its promoters could scarcely have hoped for. The Patrons can almost balance parties and dictate terms before one item of business is undertaken in the Ontario Legislature. But this is not the end the Patrons have in view—it is only the means to an end. It imparts consequence to the organization and enables it to enroll hosts of members every night throughout the land.

SILKS AND VELVETS.

THE following extract from the Draper's Record, of July 7, 1894, is interesting: "Lister & Co. have just brought out cheaper and lower qualities of their patent mohair velvets, which are to be known in the future as 'Lisango.' They are especially suitable for the upholstering of steamship saloons and seats of tram cars or railway coaches, in fact they are admirably adapted for any situation in which hard wear is expected. Another novelty brought out by this firm is a light-weight silk dress plush, especially designed for children's wear, and which, from its rich appearance, can scarcely fail to meet with a large demand."

Myra's Journal, of July 1st, 1894, says: "The English silk manufacturers have had some reason to rejoice over the result of the silk exhibition at Stafford House, for not only was it once more proved that England can be first in the field in this line if she likes, but the exhibition led to large orders being given for many of the beautiful silks shown. Amongst the most admired fabrics were the specimens of Lister's tussah silks, which I recommend as beautiful materials for summer dresses two months since. H. M. the Queen and H. R. H. the Princess of Wales, have endorsed my opinion of these tussah silks by purchasing several pieces of them from Debenham & Freebody, and the Queen has also ordered from Liberty's a dress length of beautiful brocade, a length of white watered silk crepe, and some pink silk crepe woven with silk stripes. The black satins shown by another firm of manufacturers were also duly appreciated, and indeed it would be difficult to meet with anything finer than these, and some specimens of brocade shown were equally beautiful."

Life, of May 19th, says: "The Princess of Wales during her visit to the silk exhibit paid a unique compliment to the fabrics of Lister & Co. At her request the case in which these were exhibited was opened, and the silks taken out for Her Royal Highness to examine. The 'Lisareine' (Silk Rainproof Seal) and the tussahs and broche silks met with the largest share of admiration from the Royal visitor."

WHAT BRITISH COLUMBIA CLAIMS.

At the annual meeting of the Victoria, B.C., Board of Trade an exhaustive report was presented. It showed that according to the population of British Columbia, it was the largest manufacturing province in the Dominion, the number of employees having increased 300 per cent. during the year. Trade continued healthy, but not so great as during the previous two years. The Dominion Insolvency Act was approved. The following officers were elected: President, A. C. Flummerfelt; Vice-President, C. E. Renouf; Secretary, F. Elworthy; Council, D. R. Ker, G. Leiser, W. H. Ellis, L. C. Fitcher, H. Bostock, A. B. Gray, H. E. Connon, and H. Croft, with a large Arbitration Committee.

The "Distingue"

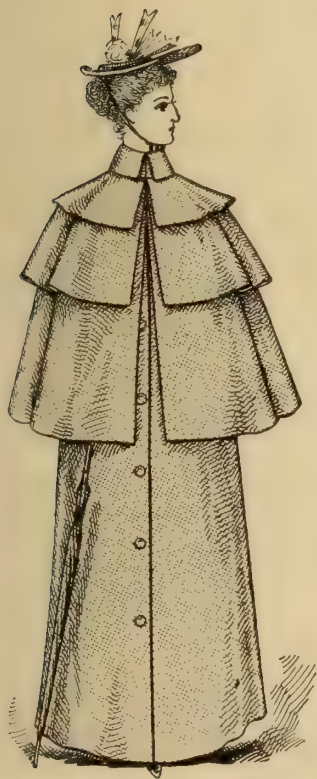
WATERPROOF

Is admittedly the
Best Selling . . .

in the market, as proved by the
experience of years. : : : :

"The Distingue" has received the most flattering
encomiums of the trading world !

The following are examples of opinions of "The Distingue," voluntarily expressed
in writing by Houses on this side :



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

say : "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. **We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.**"

McMASTER & CO., Toronto,

say : "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say : "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

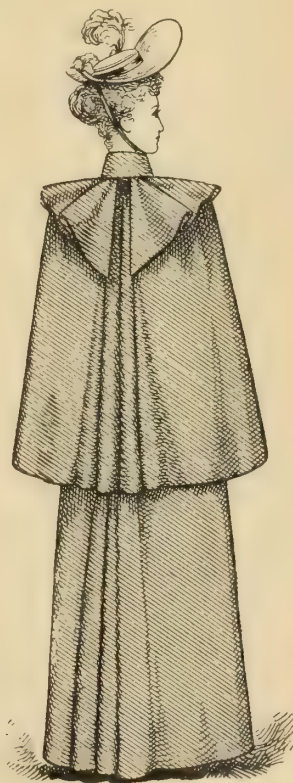
say : "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."



OXFORD.

The Distingue Waterproof.

Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

New Season's Goods

JUST IN

FALL

...1894

All the latest fads and fancies in new and nobby neckwear. An endless variety to select from. We have a full line of patterns in the olive, green or bronze colorings, so popular this season.

OUR LEADING SHAPES

The Kossuth, a flowing end knot scarf.
The Rosebery, the latest New York idea.
The Dalkeith, a small knot with wide spread aprons.
The Sappho, a neat up-to-date knot.

THESE ARE NOVELTIES

We carry also all the staple shapes.
See our **Regent Club**, a big improvement on the ordinary graduated Derby.
Derby ties, 2, 2¼, 2½, and 2¾ inches wide.
Bows in desirable patterns.
Large **Culross** ties in rich brocade patterns, from \$4.00 to \$12.00 per dozen.

BLACK NECKWEAR always in stock in all shapes. Send to us when you want *anything* in this department.

Special values in reversible White Jap. Derbys, from \$1.50 per dozen.

Plain Color Neckwear always in stock in all grades.

Twice Round or **Stock** bows in White Lawns, Black Silks, and Satins, etc.
40 different shapes in high class **White Lawn Dress Bows**, comprising staples and all the latest Parisian ideas.

Our Portland, Critic, Lyric, Monte Carlo, Windemere, and Principio well known lines of **English Collars** now in stock.

A choice range of **Tweed** and **Black Paramatta Waterproof Coats** from leading English and Scotch manufacturers.

Self-closing and small-folding **UMBRELLAS**.
A fine selection of natural crook handles in fir, cherry, etc.

Send your letter orders to us—we'll see that they are executed correctly.

Men's
Furnishings
Exclusively

GLOVER & BRAIS

184 McGill Street.

MONTREAL

AMONG MONTREAL'S WHOLESALEERS.



THE month in dry goods has been characterized by no particular activity, and up to the date of writing the volume of business has been of moderate proportions. Travelers out on their placing trips generally coincide in stating that a great spirit of caution actuates buyers generally. At least this is the report given by every member of the trade called upon here. Everyone remarks that it is not only retailers who are proceeding on cautious lines, but that wholesalers themselves are proceeding under close-reefed topsails, so to speak. Not that they anticipate any serious developments, but they feel that it is just as well at present to be on the safe side.

Payments were fair at the opening of the month, but since then they have dropped off. In seeming paradox there is a surfeit of money offering on loan here, and a leading merchant said that lenders jumped at paper that was sound, the great difficulty, however, being that collateral of this description was not plentiful.

The general tendency of values has been steady, and the impression is general that when the tariff bill is either accepted or rejected by the United States Congress and the uncertainty dispelled, values on all imported fabrics will be immediately influenced. American buyers who are not doing anything at present will commence to operate abroad, and the immediate effect will be a strengthening in values. It is for this reason that several of the large general houses here have already made preparations in advance for such lines of staple goods as they must have on their shelves.

During the early part of the month and the latter portion of July there was a good demand for cotton for future delivery. Since then, however, it has been rather dull.

Shipments of fall goods have been arriving freely from England during the past few weeks, and many of the houses have been distributing some of them on orders. This is especially the case in fall tweeds, a number of orders having been received for them as well as for the finer English cloths, West of England meltons, etc.

Speaking with a leading wholesaler in regard to the city retail trade here, your correspondent secured the following interview, which fairly sums up the situation. Said the gentleman :

"It would be difficult to recall a time when the retail dry goods men of Montreal were more guarded in their buying than at present. The feeling exists among many dealers that the fall trade will be less than usual. Trade is always more or less quiet in the months of July and August, owing in part to so many families being out of town. Added to this is the fact that wage-earners feel the necessity of economizing, and are buying necessities only. Several small failures have been reported within the past ten days. Some of the more careless retailers in their eagerness to make sales are cutting marked lines, such as prints and flannelettes, below cost ; these individual cases are being reported daily to the wholesalers for their guidance in future dealings with the firms referred to, and when the climax comes Montreal creditors will be found low down on the list."

The well-known case of the General Bazaar Co., which was referred to in two previous issues, has been settled since last

writing. The composition accepted by the creditors was 60c. on the dollar, the amount involved being about \$100,000, and security was given for \$30,000 until the payment was entirely made. Louis Boisseau, the elder brother of the late firm of Boisseau Bros., carries on the business at the old premises, corner of St. Catherine and Main streets, and is now engaged in a clearing sale at greatly reduced rates, and the other traders have to grin and bear it.

The wholesale millinery openings have been announced for the week of the 4th of September. A call at the different warehouses elicited the fact that it was too early for them to speak of their goods.

Thouret, Fitzgibbon & Co.'s glove department report that in fancy glace gloves, cadet blue, navy and myrtle are about the only shades likely to be the "go" for fall wear. Dark tans and browns are good under any circumstances, but greys seem to have had their day.

Brophy, Cains & Co. say that black will be a very fashionable color this autumn. There will be a run on black silks gros grain taffetas, bengalines and gros de Londres. They have the goods.

Those who have check silks left in stock should have them made into petticoats. Check silk petticoats are the mode in Paris ; the handsomest have a ruffle of lace around bottom and a broad flounce of lace above it. The laces you can get from Brophy, Cains & Co.

Any buyer who likes to look at some handsome lines of fine fall underwear, mufflers, etc., should spare some time when they get a call from Matthews, Towers & Co.'s travelers. If they want any goods of this sort they will not find it time wasted.

A busy warehouse when the writer called was the big store on the corner of Victoria square and Craig streets of S. Greenshields, Son & Co. Their stock of English and other imported goods is as usual a very complete one.

Thibaudeau Bros.' new carpet showrooms, which have been referred to in previous issues, have a very handsome appearance at present. This firm shows an unusually large range of carpets.

Every lady can wear navy or black dress goods. Brophy, Cains & Co. make a specialty of these. They have already cabled treble repeats for their most expensive lines.

Priestly's fine serges and dress fabrics have been an active line with S. Greenshields, Son & Co. this season. They continue also to do a large trade in cravenettes.

Ladies are quick to know and appreciate the house that always has handsome new dress goods. Have you seen Brophy, Cains & Co.'s samples ? They are all new, beautiful goods, in designs peculiar to themselves ; trimmings to match. Moired velvets in cream, coral, citron, sedum and dracuna. Plain velvets in cream, lemon, ciel, rose, beige, poppy, emerald, buttercup, hunters' green, browns and other shades.

Thouret, Fitzgibbon & Co. report that French pearl-shade gloves are still asked for and difficult to procure, fall import orders being closed some time since.

Very large buttons will be worn on the new autumn toilettes, especially on the skirts. Brophy, Cains & Co. have them, and also braid trimmings in vandykes and fancies, colored wave braids of all widths.

Jet and jet combination trimmings, jet and moire combination trimmings, butter, cream and two-tone cotton lace, butter, cream, black and two-tone cotton insertion, full lines of black

Thouret, Fitzgibbon

& Co.

MONTREAL

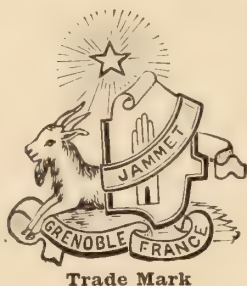
Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Orders
for
Sample
Packages
Solicited.



La Chartreuse
Laced

Andree . .
Button

SPECIALTIES.

NO OLD STOCK CARRIED.

Fresh Goods

In Summer Shades.

Blacks

In Monthly Shipments.

T.B.

THEY HAVE NO
SECRET TO CONCEAL

EXAMINE THEM

ASK FOR THEM

WEAR THEM

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

Wyld, Grasett & Darling

1894 FALL IMPORTATIONS 1894

DRESS GOODS

Black and Colored Henriettas
French Serges, Navy and Black
Estamines and Imperial Serges, 54 inch,
several qualities
English, French, and German novelties,
including choice tweed effects
Mantlings—a fine variety
Velveteens, special brand "Lancaster"

SMALLWARE DEPARTMENT

Frillings—newest goods shown
Trimmings, Novelties in Lace Braid
Beaverette, Jet Gimps, Hercules Braids, etc.
Hosiery—full range of plain
Ribbed Wool, and Cashmere Hose
Cashmere Gloves—fine gauge
Suede and heavy lined
Pin Spotted Swiss Muslins

. . . MEN'S FURNISHINGS . . .

Neckwear—Small Knots with wide ends, two inch Derbys, and Scarves to be tied by the wearer,
with extra wide aprons. All repeat orders now in stock, which include the choicest of our best
patterns.

English Collars—"Glendowe," "Grandee," "Mentone," all sizes and heights in stock.

Rubber Coats, in Black Paramatta and small tweed patterns, sewed seams and edges, 30-inch capes,
and ventilated under arms.

Umbrellas—Steel Rods, with Gingham, Gloria, Alpaca, and Silk Cloths, elegant handles.



An inspection of our general stock, which is
selected with care and taste from the head
sources of supply, is solicited.

Wyld, Grasett & Darling

and cream silk lace, are all offered by Brophy, Cains & Co. They now have also every number in their 39-inch Victoria lawns in stock. The trade know them as B60, B70, B80, B90, B100, etc.

The exodus of buyers to the other side of the briny has already commenced. Among the first to leave, as usual, has been Geo. B. Fraser, one of the firm of S. Greenshields, Son & Co.

Thouret, Fitzgibbon & Co. report that advices from abroad indicate that suedes, except in a high quality, seem to be out of the market, and that jobbers are refusing to guarantee anything else.

J. G. McKenzie & Co. report more activity in domestic tweeds and woolens, and hold that the indications in these point to more activity. They have experienced quite a brisk time recently in Canadian underclothing.

The domestic tweed department of Gault Bros. is a busy scene just at present. The demand for fall tweeds has shown more life than other lines, and this firm's trade in Canadian goods of this sort is, perhaps, the largest in the country.

Advices just to hand by leading general houses here indicate that prices at primary centres on woolen goods, such as cashmere hosiery, are upwards, the adjustment of the new American tariff having given values a strong tendency in that direction.

Hodgson, Sumner & Co. anticipate an increase in the volume of trade as soon as the crops are in. They have their usual full line of fall supplies of all kinds. Attention might be called in this connection to their very large and varied assortment of underwear and hosiery, the latter plain and ribbed, etc., etc.

It is understood that the firm who secured the round lot of prints at a cut of 12 to 15 per cent., which was the clearance of a line in first hands, are carrying the bulk of them over until next season. They have marketed a small portion of them, however, and it was no doubt from this fact that talk of a regular campaign of lower prices by the manufacturers arose.

The manager of a well-known St. Paul street firm, talking on the subject of the large number of failures reported recently in the retail trade, characterized them as a blessing in disguise. They would, he hoped, have the effect of ridding the trade of an undesirable class of people with lack of capital, lack of ability, etc., etc., etc., whose business career proved plainly that they were of no benefit to themselves, while causing a vast amount of injury to the trade in general.

CHEMICALS AND PROOFING.

The old rusty brown inside of rubber garments vanished when chemists discovered a means of showing a pattern on this proofing which is used on the inside of all "Distingue" garments. Mr. Frankenberg's chemists have, during the past few months, made further and considerable advances and improvements in this "Art" proofing of the "Distingue" garments, and as a consequence this brand of goods will become all the more suitable and valuable.

J. W. Holden, who represents "The Distingue" in Canada, is now on his way across the ocean with samples of new styles and shapes, and importers will have a chance to view the latest productions in September. The advertisement of these goods on page 7 is worthy of a close reading.

HOW TO WEAR BLACK.

HOW to wear black may, nowadays, be considered an art in itself, or a special department of the art of dressing. A plain black dress was at one time looked upon as an ordinary thing for every-day wear. Now it is the best "form" on occasions when ladies feel that nothing but their very best is suitable. Its make-up must now be perfect, and the materials of the best. It is necessary to be very particular about the fabric of which a black dress is made, as—to make what seems like an Irish "bull," yet is merely a statement of facts—in nothing else is the color so important. A black dress must be really black, and must



A NEAT BLACK DRESS.

possess certain qualities of lustre, or dulness, according to the manner in which it is to be used. These the goods made by Priestley have in an eminent degree.

The sketch given here is a special design for making up some of Priestley's materials for this season's wear. It can be made in drap d'Alma, or in one of their celebrated black serges, with the high collar, big bow, and the lining of the revers of a black and white dotted silk. The bodice is the latest development of the zouave, close fitting. A full line of Priestley's goods should be procurable in every first-class dry goods store.

H. SHOREY & CO.

MANUFACTURERS OF THE
GIGBY

MONTREAL, QUE.



RIGBY POROUS WATERPROOF CLOTHING

THE ever increasing sale of **RIGBY** goes to prove that it is POPULAR with the PUBLIC. RIGBY garments serve a double purpose, as they can be worn in ordinary wear and are sure protectors in a Rain Storm. The most popular coats are those made with deep capes, and very extra long. They are handled by Jobbing Houses throughout the Dominion and the United States, and are manufactured by the Beaver Manufacturing Co., Boston, Mass., and by the undersigned

H. SHOREY & CO.

1866 NOTRE DAME STREET

 **Montreal**

Canadian Down

Write us for special prices before
ordering elsewhere . . .

We meet the hard times by
special discounts . . .

Made in our own factory from **CANADIAN** feathers is what we use.
Try our Mail Department for

IT IS THE BEST
BUY NO OTHER
WE GUARANTEE OUR BRAND



Down Quilts and Cushions

Always ask for the "Alaska" brand

The ALASKA FEATHER & DOWN CO., Ltd.

10 St. Sacrament St.

MONTREAL

FALL DRESS GOODS.

SPEAKING of fall dress goods with Mr. Irving, manager of Caldecott, Burton & Spence's dress goods department, he remarked that serges occupied the most prominent position in their sales for fall. Hard-finished lines were in strong demand. Blacks lead, with navys and browns following closely.

His firm were showing two special lines of covert coatings in grey and fawn mixtures, which were very pretty and extra value. He said that while the Americans were giving covert coatings a position over all other materials, many doubted their attaining a leading position in Canada.

Sedans or satin-finished amazons come next to covert coatings and serges in Caldecott, Burton & Spence's sales. Fawns are strong in these, as are browns and blacks. These are to be used for capes as well as for costumes.

Cheviot twills and French diagonals have met with much success, and altogether the season may be classed as a dyed goods season.

In fancy dress goods, considering everything, the movement is satisfactory. Crepons, as well as some evening-wear stuffs in cream and opera shades, have sold extremely well.

Generally speaking, the silk market is quiet, although blacks are increasingly active. Buttons remain in their cemetery-like attitude.

Trimmings are turning more to braids. Narrow jets have been selling well, but they are not so suitable as braids for fall and winter costumes. Narrow, straight and serpentine braids are consequently selling better now than in the period of early fall orders. Tubular braids are reported fashionable, and will run later in the season.

A BUYER'S VIEWS OF FALL TRADE.

IN conversation with R. L. Davidson, dress goods buyer for John Macdonald & Co., he detailed a few of the characteristics of the fall trade according to his experiences.

In silks, black goods are improving rapidly, and recovering from the deadness which they have experienced for nearly three seasons. Faille Francais, Peau de Soie and similar fabrics are selling well. Some old weaves have been resuscitated, such as Royal Armure and Tricotine. But undoubtedly the leading thing in blacks for fall will be spotted and figured blacks, the spots and figures being small, not too prominent, and self-colored. These are shown in all blacks and also in damas silks. The quieter styles seem to take better in Canada than in Paris, for in the latter larger spots, larger figures and brocades seem to please the ladies' fancies much better than the modest, plain black or the self-spot silks.

Black moires will continue to run moderately during the fall, but the colored moires are dead. Colored silks generally are somewhat flat owing to the fact that the market has during the past two years been flooded with Japanese silks, and the demand has not increased proportionately with the supply. Prices are low, and a Japanese war can have little effect on them, for the demand at best is not large.

This has proved a great ribbon season. The amount of goods imported was ahead of previous seasons, and the fall trade promises exceedingly well. Colored moires have been dropped, but blacks are still good. Bright colors will take for fall.

As to laces, Mr. Davidson said it had been a wonderful year, although the trade was nearly over. The demand for

Valenciennes had been remarkable. The fall trade would be small, however, as little that was new was being shown, with the exception of a few novelties in blacks.

Embroideries are moving perceptibly, but slowly. Next spring's samples are now being shown, and are exceedingly taking and tasty.

Shawls are shown in nice designs in fancy knitted. Silk embroidered and fancy mixtures are abundant and are receiving a great deal of attention. Solid colors are also good for the general trade. Velvet shawls for the Northwest and British Columbia are always carried in excellent range by John Macdonald & Co., and they send large quantities to that part of Canada.

In frillings, boxes of assorted collars of the latest novelties are shown, and the beauty of the goods is enhanced by being shown in an artistic manner.

Velvets and velveteens are not so promising as last season, but still a very successful trade may be anticipated.

In ladies' hosiery and vests there is nothing strikingly new, but staple lines are moving very well.

In dress goods black and colored cashmeres are going well. A double cashmere, extra heavy weight, is finding much favor owing to its suitableness for the cold fall evenings and the chilly winter weather. The serge is "Queen of the Season," however and all qualities are in demand. Cheviot serges are very good, and cheap qualities of the various weaves are in demand. Canadian tweeds have revived somewhat, while covert coatings are holding well with the best trade. Figured and plain satin cloths are both receiving much attention. Fancies in any class are not so good as plains.

DRESS FACINGS AND TRIMMINGS.

A new dress facing is shown in the accompanying cut, and can be procured from W. R. Brock & Co. It is called R.D.F., and is a combination of a braid and a cord. This corded edge is where the wearing qualities are found, and it is claimed to be much ahead of a wholly flat braid or a velvet facing. It is



R.D.F. DRESS FACING.

easily attached, is low in price, and should be popular. It can be procured in black, cream, navy, four shades of brown, fawn, cardinal, etc. In W. R. Brock & Co.'s dress trimming department, lace braids, military, Hercules, and fancy wave braids, jet trimmings, jet gimps, and other more extreme novelties are shown in abundance. The collection is thoroughly up to date, both in point of designs shown and with respect to colorings.

In ladies' and misses' underwear they are showing all lines that can be wanted. All sizes and prices can be had. This firm has the reputation of always having extraordinary value in this class of goods, and they claim that the value and assortment this season exceeds any previous efforts. They make a point of showing special drives to retail at the popular prices, 25c., 50c., 75c., and \$1. Their hosiery and glove departments receive special care and attention from the buyer of their third floor, who is continually on the hunt for drives to retail at popular prices. An inspection of the stock by expert close buyers will convince the most critical that some of the greatest snaps and leaders can be purchased from its large and attractive assortment.

THE QUALITY

OF . . .

PATENT ROLL COTTON BATS

Will Be Better Than Ever
Season 1894-1895

BRANDS :

NORTH STAR CRESCENT

. . PEARL . .

The Worsted Weaving Co.

BRADFORD, ENG.

"Chain Warp" Serges

We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence" the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

It is made in qualities suitable for ladies' and gentlemen's wear. . . .

VENETIANS, CHEVIOTS

And other Fall goods now in stock,

54 Bay Street, TORONTO

FOR . . Fashionable Dress Goods and Novelties

BROPHY, CAINS & Co.

WE SELL . . .

The highest class of Black Dress Fabrics "For Gentlewomen."

Black Velours in plain and Jacquart effects.

Black **Confection** suitings in small neat designs. These are shown by no other house.

For **Fashionable** tailor-made gowns you **must have** our Covert Coating, Duchess of York Coating, and Satin Faced Cloths.

In Paris and London reversible Costume Cloths will be the rage this coming season; we have them; the combinations are beautiful.

We are showing **new goods only** for Cape Cloths, Wraps and Mantlings. See our Fine Faced Box Cloths and Novelties in Reversibles.

Lister's "Lisvel" Black and Colored Velvets, and Lister's "Lisreine" rich silk seals, **rainproofed** by special process—these are British made goods at moderate prices.

In **Silks** we have Bagdad Surahs, Pin Spot Bengalines, Paisley Figures, Black and Colored Moires and Moire Antiques.

"Try-me Soie" is one of our New Silks. Very Handsome Ranges in **NEW Fancy Dress Goods with trimmings to match.**

We keep Wm. Currie & Co.'s Odorless and the "Distingué" Waterproof Garments.

ENGLISH FLANNELETES. Our usual full assortment in all other Departments.

Brophy, Cains & Co.

196 McGill Street

MONTREAL

DOMESTIC NECKWEAR.

DOMESTIC goods are undoubtedly coming to the front. The old prejudices against Canadian-made goods are rapidly passing away. They were reasonable, perhaps, at one time, but these reasons have passed away, and along many lines Canadian manufacturers have succeeded in producing goods equal to those imported. This is true of neckwear, and the pioneers in this trade, E. & S. Currie, are showing lines for the fall trade worthy of special notice.



The Trump, No. 119.

"The Novelty" (No. 102) is a fancy scarf—a novelty, as its name indicates. It possesses, as may be seen, one-and-a-half inch bands, which fasten at the back. The knot is small and almost circular, while the aprons are generous. It is a very aristocratic scarf, and is shown in fancy silks and other fabrics, including swivel and jacquard silks, ottomans, black silks, etc.



The Novelty, No. 102.

A 2-inch Derby will be found illustrated in their advertisement. The width is the same at each end, thus giving it a generous appearance, which pleases buyers.

A Round-end Club House is another leading tie. In Victoria Lawns, some half a hundred varieties and several qualities are displayed. All the staple lines in knots, Tecks, four-in-hands and bows, including new fall styles and designs, are in full assortment.

A COMPLETE NECKWEAR STOCK.

Wyld, Grasett & Darling have received this month another shipment of men's ties, including the choicest of their best patterns and shapes which they found so much in demand earlier in the season, and for which they cabled repeat orders. This last shipment makes their neckwear stock for the fall season complete and very attractive. In knots they show three equally desirable shapes, "The Oriole," "The Oxford," and "The Osgoode," as represented in cuts in previous issues. They report little demand for the large knot of last season, and state that the 2-inch Derby is fast becoming a universal favorite, and, in fact, is even now almost entirely crowding out the wider widths formerly worn. Both in the made-up scarf and those to be tied by the wearer, the tendency is for a small knot with wide

flowing ends, and in extreme cases this idea is carried to such a degree that each end measures 10 to 12 inches. The favorite patterns are spots, small figures, and various other small neat designs, these being particularly suitable for the small knots. Outside of the staple colorings, such as navy and black grounds with white and cardinal spots and figures, the demand this season is for green in various shades such as Nile, bronze, grass, lizard, resida, etc.

HERE IS A BRACER.

It is not often a firm gets such a letter as the following, and it is enough to make the manager of any firm feel good:

CALAIS, Maine.

DOMINION SUSPENDER CO., Niagara Falls:

GENTLEMEN,—Enclosed please find check to balance. The goods are very satisfactory. I will endeavor from this time forward, by closing out what suspenders I have, to use your goods only, and I think they are better made goods than any I have ever handled, say in the thirty-eight years that I have been in business.

You may use this recommendation, as it comes unsolicited.

Respectfully yours,

M. SILVERSTONE.

FURNISHING NOTES FROM ABROAD.

ENGLISH shirts are now being made with a reversible cuff. It is merely a double cuff sewn across its centre to the edge of the shirt sleeve in such a way that the wearer can at once change the soiled portion for the clean one without the slightest inconvenience. The principle has also been applied to the shirt front, but in its present form it is not altogether satisfactory.

The way the ribbon is put on straw hats is seemingly quite stationary. But Minister's Gazette of Fashion tells of a new style of bow. Hitherto the ends of the bow have been cut off short and stitched down to the side of hat above the band, but under this latest arrangement they are made considerably longer and dexterously turned over on to the brim. The effect is to impart an additional smartness to the hat, quite chic in fact, that is most acceptable. A black silk ribbed ribbon treated this way looks best.

The tendency in men's handkerchiefs is to use smaller sizes. The bulkiness of the present sizes is quite an inconvenience.

Sweaters have been in big demand in New York. A fifty-cent sweater has had a big run in that city.

The ready-made clothing manufacturers in the United States are having what Uncle Sam's boys call "a durned hard time" of it. Orders are scarce, and even a difficulty is experienced in procuring new wools to make up suitable goods.

Wyld, Grasett & Darling have passed into stock this month some very desirable lines of men's umbrellas. They show special value in steel rods, both nicked and japanned, with laventine, gloria and silk tops, and new designs in handles. These are most attractive goods and worthy of inspection. They also show a number of lines with 27-inch paragon frames, in various cloths made from American designs. Their finer numbers are made with pure silk coverings and small, nobby frames known as the "Cobweb," "Featherweight Perfectum," etc.

Dress Goods

*Sales have increased lately, and Prospects
are Brighter all round.*

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS

The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

FALL 1894

CALDECOTT, BURTON & SPENCE

FALL 1894

*Our Contracts are complete and we shall show for the FALL SEASON, 1894, a large collection
of goods in the following departments*

Dress Fabrics

From the looms of France, England
and Germany.

Dress and Trimming Silks

Latest styles French, Swiss and German.

Ribbons, Laces, Curtains

Every fashionable color. Choice designs.

Hosiery, Gloves, Underwear

Every size Children's, Women's and Men's
in Cashmere, Merino, Heavy Wool and
Silk.

Jet, Braid and Fur Trimmings

To match Dress Goods.

The stock will be **Up to Date** in those goods that are in demand and which **Build Up
Business and Produce Profit** to the **Live Retailer**
and we cordially invite a visit from Buyers when in Toronto.

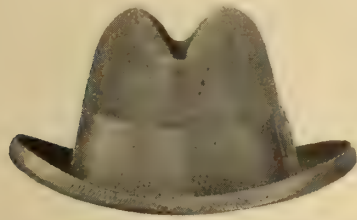
CALDECOTT, BURTON & SPENCE

TORONTO

THE HAT TRADE.

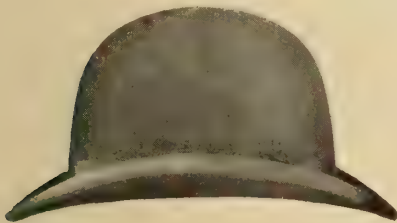
SHOULD anyone have the hardihood to suggest on the floor of any hat and cap wholesale house that trade was as good as last year, he would be speedily sat upon. The volume of business is not encouraging, in fact it is quite discouraging. The straw hat trade was fairly good through the hot weather and settlements were not bad. But when dealers were asked for import orders for fall styles there was a decided slowness which all the influences of new styles and all the blandishments of suave travelers were unable to overcome. Fall styles of fedoras are in quiet demand, but have not sold to a corresponding extent with the stiff felts.

A. A. Allan & Co. show many new styles of soft and stiff felts in blacks and colors. In the latter, the same shades will predominate as found favor last spring. Three of Wakefield's are here illustrated, of which the first is a soft hat of a full shape. The number is 384, and the price \$18 per dozen. Orders placed for this hat foretell great popularity for it.



No. 384.

No. 402 is a stiff hat of an exceedingly pretty and taking style. The crown tapers very slightly straight from the brim, is quite high and full and bedecked with a heavy open roll brim. Altogether it is a style which is suitable for the general trade, as it avoids the extreme fashion and is yet one of the newest shapes. The price is \$18 per dozen.



No. 402

No. 409 is a modification of the preceding hat and is even less extreme. The crown is slightly lower and less tapering and the brim is narrower. This is a very pretty hat and of a better quality than 402, being worth \$21 per dozen.



No. 409.

THE UNITED STATES HAT TRADE.

The Hat Review says: "Light and dark browns will be in favor for the fall season; these colors are very generally shown. We are quite confident that a derby with distinct taper crown will find marked favor during the fall and winter; such a shape will prove especially attractive to young men—and as we have previously remarked, young men determine the styles. Make a note of this pointer. There is a tendency toward fuller crowns, and somewhat wider brims in derbys for the fall season."

The Clothier and Furnisher says: "The fall business so far is an uneven one, some of the manufacturers of stiff hats being overcrowded with orders, others fairly busy, and still others with little or nothing to do. As this applies to manufacturers of similar grades, it is difficult to account for the peculiar state of affairs, but the fact remains. The retailers generally are closing up a fairly good summer season, and, as the straw hat trade is largely cash, collections have somewhat improved. With the

prospects of excellent crops and the absence of any tangible reason for a continuance of dull times, it is difficult to see why business should not improve as the season advances."

The American Hatter speaks thus: "It is extremely difficult, if not absolutely impossible, to prophesy at this time regarding the popular style for fall. By popular we mean medium and cheap grades. The pointed, round crown for fine trade in the large cities is dead, if, in fact, it ever found favor with this class of buyers, but in medium grades of goods it is still a prime favorite in all sections of the country. Large orders have been placed within a week in the New England States for this style, and the West and South have been large buyers since the beginning of the season. Taper square crowns are also selling to quite a considerable extent. The consensus of opinion of those who cater for fine trade is that a very full crown with heavy curl will be the thing. The English styles made for wear by Englishmen are low crowns with wide brims."

A LIVELY WAREHOUSE.

IT didn't seem like dull times when THE REVIEW visited Samson, Kennedy & Co.'s warehouse and learned that they had been busy until 10 o'clock every night for two weeks with fall orders. The endless confusion and profusion of goods coming in and going out showed conclusively that S., K. & Co. were not sleeping while times were dull.

Laces are moving rapidly. They report a great demand for valenciennes, especially the heavy insertions. Their stock is quite extensive, and the colors that predominate are creams and beige, but blacks are also very good.

Sequin laces are much in demand for the fall trade. These are shown with small diamond-like beads, with broad, smooth beads, or with bead ornaments as decorations. Blacks are used principally, but in some cases silver beads or spangles decorate the lace, and in some lines even gilt beads are seen. But the quieter descriptions have the first and principal call.

Irish guipures are as good as ever, while bourdons are even better for fall than for spring.

Some new veilings of very pretty designs are shown. Chenille spots and borders still predominate.

Ribbons are now shown in immense ranges, including some strikingly new styles and colorings. Two-tones are in very large display and promise well. Reversibles in dark colors are also in stock, with blacks of every description.

In dress goods, serges and fancy tweeds of all kinds have sold well and promise to maintain their important position in the season's selections. Armure cloth, with its crepey effect, has done well, while coating cloths have sold in cashmere colors. Satin cloths have taken well also.

In their haberdashery department fancy hair ornaments occupy an important place for the moment. They show good values and extensive ranges in celluloid, bone, metal, aluminum and gilt varieties. Braids are shown, but are overshadowed by jet gimps and beaver edgings. A jet trimming with a sequin effect is taking extra well with the better trade. Tinsels are shown in these as well as blacks.

A special purchase of 120,000 of one line of flannelette shirts, men's sizes, has enabled them to make a drive at \$2.35 per dozen, which is unapproachable. They are selling about 600 dozen a week.

Greene & Sons Company



MONTREAL

WAREHOUSE:

513, 515, 517, 519, 521, 523 AND 525 ST. PAUL ST.

Straw Goods

GENTLEMEN'S FURNISHINGS

Large Assortment.

Latest Styles.

LOWEST PRICES

HATS, CAPS AND FURS

Seal Jackets and Capes

A Specialty

FALL 1894

Lonsdale, Reid & Co.

FALL 1894

Our stock is now complete, and we shall show
for the Fall Season a large collection of goods
in the following departments:

MONTREAL

Dress Fabrics

English Flannelettes

Trimming Silks

Ribbons and Laces

Every Fashionable Color.

Hosiery and Gloves

Jet Braid and

Fur Trimmings

To match Dress Goods.

The Distingue Waterproof

In Men's and Ladies'.

Novelties in Smallwares

For Quebec and Eastern Ontario we are sole agents for the celebrated Crompton Corsets
and Hygeian Waists. Special values in above lines. We are favorably known
through the Dominion.

LONSDALE, REID & CO. 18 and 20 St. Helen St. Montreal

THE PRICE OF SEALSKINS.



REPORT has been current among the newspapers that the price of raw sealskins is away down, and Lampson's will not advance over \$5 per skin. When J. D. Allan, of A. A. Allan & Co., was asked concerning this, he termed it as a piece of fabrication of the meanest type, and a report foundationless and untrue. Lampson has not refused to ad-

vance money on sealskins up to the usual amount, which last year averaged about \$10.50 per skin. The advances, most of which are yet to be made, will about equal those of last year, for Lampson's would be quite safe if they got the world's production of seals at \$10 per skin.

Speaking of the world's production, it is smaller than most people imagine, amounting to not over 120,000 skins per year. This is made up principally as follows :

Japan	40,000 (1894 catch.)
Alaska	7,500 (by contract.)
West Coast	20,000
Lobos Islands	1,500
Miscellaneous	51,000
	} average.

The South Shetland fur seal has almost disappeared, the catch falling from 112,000 in 1800 to 200 in 1887. The South Sea fur seal catch is insignificant. The Alaska seals are, of course, very important. The Victoria seals taken on the north-west coast of British Columbia are quite numerous. The Copper Island, near Kamschatka, is much like the Alaska seal, and a large number are taken. The Robben Island seals are unimportant. The Japanese fur seal is now being taken in large quantities, and the hunting grounds are comparatively new to the commercial world. The West Coast seal is unimportant just now ; it inhabits the Farralones Islands, off San Francisco, and St. Barbara and other islands on the coast of California. The Luna fur seal is commercially valueless. The Cape Horn, or Lobos Island seal, is found principally on the Lobos Islands, at the mouth of the Rio de la Plata. The Cape of Good Hope fur seals are scarce and of little value. The New Zealand and Australian fur seals have declined from 200,000 a year (about 1815) to a few hundreds each year now. The wool seal is referred to in another article.

With the catch of seals thus limited, the price cannot vary very much so long as there is any demand at all. The United States in good times is the greatest consumer, while Russia is a large consuming power which made itself much felt at the last January sales. France uses a good quantity of miscellaneous furs but very few seals.

Moreover the price of the sealskin depends as much on its dyeing and dressing as on the value of the raw skin, and for this reason also prices cannot decline rapidly.

Nevertheless manufactured seal garments will rule slightly lower than last year, ten per cent. at least. It may go lower than this in some cases, but this will be about the average reduction. The consuming public of this country does not promise at present to take much advantage of this reduction. Still a heavy crop, a revival of trade, and a cold winter may work a radical change and defeat present prospects. Seal gauntlets and caps will be much more inquired after than usual by both sexes.

STYLES IN LADIES' FUR GARMENTS.

Fur capes will be worn very considerably by the female portion of the population, although the tendency to extreme lengths is not so great. As a cold weather garment, the long open cape is not a great success in Canada unless worn over a jacket. Moreover the extreme length makes it less suitable for wear during the cool evenings of summer and fall, as it looks too much out-of-season. Only short capes fill these conditions to satisfaction.

The fact that fur trimmings on dresses and jackets will be worn more than ever, all kinds of furs will be in strong demand. The history of trade teaches this.

Muffs show a tendency to return to the ancient stove-pipe sizes. Great large things like our grandmothers carried are shown. In France they have gone wild in their extreme desires for these articles.

Boas are looking up again, but like large muffs will sell only moderately in Canada.

Ladies' gauntlets will be worn more than ever. Young ladies will wear gray lamb very extensively. For general wear, gray lamb, Persian lamb, beaver and seal will be the leading kinds of fur. The low price of seal will increase the sale of gauntlets of this fur, although it is not quite so serviceable as some of the others.

WOOL SEAL GROWING POPULAR.

Last year wool seal capes were the leading feature of the Canadian fur cape trade, and since that time a marked increase in the demand has also appeared from other countries of the world. The demand for wool seal is thus at present universal. Its long hair makes an excellent appearance in a full-sized cape, and to this fact is due, in a great measure, its popularity.

The wool seal is found in the Arctic seas in the neighborhood of Jan Mayen Island, Greenland and Baffin's Bay, and along the coasts of Labrador and Newfoundland. The leading species is usually called the Greenland seal, the saddle-back or harp seal. The "saddle" is a dark mark on the back of the male animals. When the young Greenland seals are about four to six weeks old they are called Whitecoats, from the long white fur or hair with which they are covered before they take to the water, and which corresponds to the fluff or down on young birds. The woolly nature of this yellowish white fur caused it to be called the wool seal. At six weeks of age it takes to the water, loses its long white fur and takes on a shorter, darker coat, and is then called a "spot."

Great Britain imported 132,762 skins from Greenland in 1891 and 274,995 from Newfoundland in the same year. Newfoundland seal are much flatter in fur than Greenland.

These skins when dyed and dressed are very different to the skin when taken from the animal, and in fact is hardly recognizable except by the length of the woolly hair and the texture of the same.

INNOVATIONS IN MEN'S FURS.

Canadian men are following Europe more and more in their styles. In fur coats there has always been a great contrast between the Canadian and the European plan of wearing them. Following the Esquimaux and Indian style of garb, the Canadian coats have the fur on the outside of the garment, and the

A. A. ALLAN & CO.



WHOLESALE

Hats, Caps, Furs,
Robes and Straw Goods

*CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also,
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited

A. A. Allan & Co.

51 Bay Street, TORONTO.

ALEXANDER

& ANDERSON

We are Selling

Agents for

"THE CELEBRATED CORTICELLI" CO.'S
PRODUCTIONS,

*And we sell all their goods on same terms
as the manufacturer.*

*In order to secure prompt delivery, send
your orders direct to*

Alexander & Anderson,

43 Front Street West, TORONTO.

FALL... OPENING

1894

We beg to announce to the
trade that our

On Exhibition

ENGLISH, FRENCH AND AMERICAN
HAT AND BONNET PATTERNS



Opening Days

for the coming season will be on

AUGUST 27th, 28th and 29th.

NOVELTIES FOR SEASON

D. McCALL & CO.

MONTREAL

1831 NOTRE DAME ST.

TORONTO

12 AND 14 WELLINGTON ST. EAST.

cloth inside. In Europe the very opposite obtains, the fur being always used as lining.

A good story is told of a son of Senator Sanford, the Hamilton clothing manufacturer, who is now hob-nobbing with the Canadian Premier, in pursuit, it is said, of a title. This son was finishing his education in Leipsic, and while there made himself well known wherever he could as "Senator Sanford's son." The cold season coming on, he ordered a Persian lamb overcoat for himself, and, like a true Canadian, had it made with the fur facing the weather and the public gaze. When he appeared on the streets of the German town in this garb he became a seven days' wonder, and even yet the tailors and fur merchants tell of Senator Sanford's son's Persian lamb coat.

Fur linings were used somewhat more than usual in Canada last season, and will be again this season. A mink lining is worth all the way from \$60 to \$125, a nutria lining \$25, and a rat lining \$20.

Men's caps will run about as usual, with, perhaps, an increased demand for seal. Fine Persian lambs will sell well, as usual.

Gauntlets will be much worn and will be made of otter, beaver and Persian lamb.

Speaking with J. D. Allan, of A. A. Allan & Co., concerning the probable volume of trade, he said that he expected a very fair season if the weather was cold, and he was confident fur dealers would be satisfied this year. His house had made ample preparations for a large consumption.

SOME POINTERS FOR RETAILERS.

SOME pointers for retailers on fall goods were given to THE REVIEW by Mr. Cronyn, of W. R. Brock & Co., and are summarized as follows:

Linens can be bought from manufacturers in Great Britain at reduced prices by buying stock lots. They have done that this year to some extent and are able to sell at prices which are no higher than it would cost to lay them down in the regular way. This applies to tailors' canvas, dress canvas, towellings, cream damask, bleached damask, table linen, and towels.

In cloakings they have a large range. Beavers are leading, box cloths follow closely, and tweed effects are good. Serges, niggerheads, hopsacks, and astrachans are selling well. Seal-ettes are improving. A special line of fancy mohair for children's wear is selling at a very low price.

In flannelettes the demand from retailers has been slow and stocks are low. Two leading lines in their stock, one a 32-inch cloth, are attracting some attention.

In prints they have a supply of staple lines, bought cheaply and to be sold correspondingly.

In tailors' linings four special lines of black Italians, 54-inch goods, have been selling very rapidly. Five special numbers in sleeve linings are also doing well.

In trimming silks they have a full range and in colors suitable for the lines of dress goods they sell.

Double-faced printed plush to retail at 20 cents, and French printed flannels, 28-inch goods, are two leaders which have proven very seductive to retailers.

In their dress goods department their sales are ahead of last year, and a larger assortment is shown. Wool and coating serges in navy and black; covert coatings in browns, greys and

shot effects; armure cloths in crepe effects, mohair figures and brocades, all-wool sedans, children's plaids, new style tweeds—these are some of the leading lines in their immense assortment.

In staples their lines of grey flannels and of blankets are, they claim, specially worthy of attention.

There is not the slightest doubt that W. R. Brock's display for fall is ahead of any of their previous attempts, and this will be a benefit to their customers as well as to themselves.

TRADE POINTERS.

Greene, Sons & Co., St. Paul street, Montreal, show this season one of the largest lines of men's furnishings, etc., ever offered to the trade.

Everyone is bound to recognize the advantage of a material that is porous and at the same time absolutely impervious to water. The Rigby porous clothing and cloth is an exemplification of this, being the result of experiments by John Rigby, a Fellow of the British Chemists' Society. The result of these experiments was a proofing compound by which any woolen material can be made entirely impervious to water and at the same time possess all the advantages of being porous. H. Shorey & Co., of Montreal, possess the exclusive rights all over the world of this patent. Suitings can be made of it, and it is at present largely used for trousers and for ladies' ulsters, while a large trade is done by the firm in gentlemen's overcoats made from cloth treated with the compound. The advantage that such possess over an ordinary mackintosh are obvious, for they can be worn equally well in dry or wet weather. Messrs. Shorey have been handling these goods now for two years, and in addition have also appointed several leading wholesale dry goods and gents' furnishing jobbers as their agents. The first year they handled the goods they placed over \$100,000 worth, and the sales have increased every year since. It is being largely used at present by custom tailors, specially treated serges being a splendid thing for yachting and other outing suits. It has been subjected to any amount of tests, but the firm remark that the best one of all is its ever increasing sale. It may be mentioned, however, that in their warehouse on Notre Dame street, Messrs. Shorey have a small tank made of the cloth filled with water, and it has never leaked a drop in two years.

The enterprising firm of Lonsdale, Reid & Co., Montreal, have taken possession of their new warehouse, which gives them one of the largest and best-lit show rooms in Montreal. The firm is making an unusually large display for fall. The latest designs in dress fabrics for fashionable gowns, ribbons, laces, hosiery, gloves, silks and novelties are at all times in stock. All buyers who visit Montreal will find it advantageous to call and inspect their lines for the season. Their travelers are always on the road with samples of new lines sent forward from the foreign markets every week.

Receivers have been appointed for the Umbrella Trust in the United States. It was formed in 1892. The different manufacturers will have to build up a new trade.

The Canadian sealing fleet has had wonderful luck in Japanese waters this spring, the catch numbering 44,669, which is an average of 1,276 skins per schooner. Before proceeding north of the Japanese Archipelago, the vessels took the precaution of shipping their catch direct to Victoria.

IMPERIAL SHADINGS.

CONTROL of a new device for coloring shade cloth has been secured by Menzie, Turner & Co., 24 Bay street, Toronto, and they claim to be able to furnish the trade with a superior quality of goods at the price of second grade goods. If they can make good such a claim as this, they must at once control a large portion of the shade business of Canada.

They also handle all classes and designs of laces, fringes, poles, pole trimmings (both in wood and brass), shade pulls, tassels, drapery pins, in fact everything and anything connected with the window shade trade.

They carry in stock ready for shipment a varied line of plain, dado, and fringed shades, samples and particulars of which are contained in their new "Imperial" color book, which will be found quite equivalent to a book of samples.

A GLASGOW FIRM.

Stewart & McDonald, of Glasgow, have factories in Scotland, England and Ireland. For seventy-five years they have been building up a business, and now it extends to every quarter of the globe. It takes five large departments to hold their dress goods, so varied is the line they carry. This will give an idea of the size of their business. With such an enormous capacity, and with the world as a market, they should have great advantages to offer their customers.

Robert Harrower, their Canadian agent, has an office in Montreal.

HUDSON BAY CO.

The annual meeting of the Hudson Bay Company took place in London on July 16. The accounts show £75,000 available for dividend. Out of this a dividend of ten shillings per share was declared, absorbing £50,000, and leaving £25,000 to be carried forward. From the report to the shareholders it appears that there was a heavy decline in the prices realized for the furs sold in London in the early part of this year. Notwithstanding the prevailing depression, however, the saleshop business has steadily improved and is giving satisfactory results. The receipts from the land department were less than the previous year, the principal decrease being in farm lands, owing to the general conditions applying, but the sale of lots in Winnipeg was stated to have made the result of the land department better than it otherwise would have been. The

concluding part of the report states that to the economies which have been recently enforced in all branches of the service the profits now shown are in a measure due. The report, under the depressed conditions of trade generally, is looked upon with favor in London financial circles.

In accordance with the provisions of the company's charters, the following members of the board retire by rotation and were proposed for re-election: Sir Donald A. Smith, K.C.M.G., governor, and Mr. John Coles.

PERSONAL AND OTHER MENTION.

N. B. Heath, general merchant, Leduc, Man., has been burned out.

In the quarter ending June 30th, 1894, Vancouver, B.C., exported \$10,546 worth of silks to the United States.

The Dominion Blanket and Fibre Co. seems to have been running behind, and some investigations have been held.

The Frontier (Niagara Peninsula) Merchants' Association held an excursion to Toronto recently, and the party comprised some 170 persons.

Messrs. Hamilton & Co., dry goods merchants, Montreal, have brought suit against the Bradstreet agency for \$50,000 damages for malicious misrating.

The stock of the Toronto Fringe and Tassel Co. has been sold twice. The first sale was a suspicious one, and a second was ordered, a much higher price being realized.

James Rosamond, the founder of the well-known woolen industries in Almonte, and father of B. Rosamond, M.P., died on the 18th inst. He was in his ninetieth year.

Some American trade journals might just pocket the information that Newfoundland is not a part of Canada, but that both are independent colonies, or parts of the British Empire.

George Craig, the dry goods merchant, has commenced building a two-story solid brick building on Main street, Winnipeg, adjoining the Cosmopolitan Hotel. It is to cost about \$5,000.

John Thompson was tried at Sarnia, charged with having, by false pretences, obtained a quantity of clothing from J. L. Swift, a merchant of Watford. He was sent to the common jail for one month.

Crop bulletin No. 44 has been issued by the Manitoba Department of Agriculture, and is, on the whole, very encouraging. The estimated wheat yield for the province is placed at 15,761,868 bushels, or an average of 15.6 bushels per acre. The present population of the province is estimated to be 192,000.

STEWART & McDONALD

Dry Goods Manufacturers

GLASGOW

Robert Harrower

AGENT

206 McGill St., MONTREAL.

Cloths, Tweeds
Cottons, Flannels
Dress Goods, Prints
Silks, Ribbons, etc.

Linens, Carpets
Muslins, Hosiery
Handkerchiefs, Laces
Tailors' Trimmings, etc.

THE DRUMMER'S PLEA.



IS said that woman dear will vote in days
that are to come ;
And in the fields now worked by men,
that they will make things hum ;
The occupations we have now she'll claim
as her own right,
And at the games we love to play she'll
beat us out of sight.
But let the scythe of Time with rust of
countless years corrode,
Ere woman, lovely woman, ever travels
on the road.

We've had the glib-tongued agent with
the book to sell appear,
And pour her tale of eloquence into our troubled ear ;
We've seen the lovely model, as she donned a fetching cloak,
Walk back and forth with stately air, and with the buyer joke ;
But let us hope the day'll not come when forth from their
abode
The ladies of the cloak trade will appear upon the road.

O woman, think of what this means, and let us have our trade,
And leave us to the customers that by hard work we've made.
For, oh, consider what it means to be a drummer bold,
You'll have to smoke and open wine, and hear such stories told !
If not without a country you will have no set abode—
And this is what it means, dear girls, to travel on the road.

To have the porter call you, and in thundering tones declare
You've only got ten minutes to arrange your auburn hair,
To have six trunks of samples that you've got to pack each day,
To play draw poker on the train and while the time away ;
And then—this happens with the rest—to sometimes get a
“load.”

Dear girls, if you'll avoid all this, don't travel on the road.

Be lawyers, clerks, and ministers, and politicians, too ;
Be editors and angels, but no matter what you do,
Oh, never be a “tourist” with a gripsack by your side,
But if you feel ambition's touch, then be a drummer's bride.
Come, be the rulers of our homes, where cribs are all the mode,
And while you rock the cradle, let us travel on the road.

—TOM MASSON, in the Clothier and Furnisher.



FALL WOOLENS.

FOR overcoatings beavers again stand first, meltons next, while tweeds and friezes are used in the long ulster. The first two fabrics are used in the finer class of long coats, although there is a growing feeling for worsteds for smart coats.

In suitings the tendency is still for quiet designs and patterns, although this applies more particularly to worsteds. In Scotch tweeds, the designs that are shown and that are selling well are, though not so bold as sometime ago, yet bright with a trifle of color and also overchecked. These are shown for both suitings and overcoatings. This is a change and indicative of future styles.

The striped trouserings are going back, and although quite a quantity is being sold, yet they do not hold the entire business as they did in the years past. All styles of patterns are now being used. Small neat effects, particularly in worsteds, are competing strongly for a leading position with the general trade, they having already secured it with the best trade.

Fancy vestings promise to run all through the fall and winter. Some very new and handsome things are shown.

A GREAT WOOLEN HOUSE.

One of the largest stocks of woolens in Canada is carried by W. R. Brock & Co. In point of display their stock is very suitably arranged, and is kept well-up-to-date.

Domestics of all descriptions such as worsteds, chevots, serges, frieze, and other characteristic fabrics are leading as regards real merit in design and quality, and as regards holding of color, durability of wear, etc. W. R. Brock & Co. have built up a prosperous trade by carrying in stock complete lines of all grades of domestic woolens.

Their stock of black worsteds in coatings and trouserings is up to, if not in advance, of previous season's collections. For the past four or five weeks the market has had an upward tendency owing to the reduction in the U. S. duty in woolens, and hence present stocks are valuable.

Fancy vestings are numerous. A handsome dark blue corduroy with a silk spot is something unique and dressy.

HINTS ON WINDOW DRESSING.

PERHAPS you have some hats in stock which you would like to sell before the next season's hats come in and you have about a week or ten days to do it in. A good way to do it is to make a hat display in your window, says an exchange.

The hats should be placed on standards which may be adjusted to various heights. The two large standards have adjustable arms which in turn have adjustable pegs. The pegs in this case are upright and the hats are hung on.

One would naturally think that in a hat window would be a good place to display handkerchiefs, neckties, etc., but in looking around for hat windows we found nothing but "solid windows." We then interviewed three or four window trimmers on the subject and each one told the same story: Nothing should be in a hat window but hats. One trimmer said that occasionally he puts in a few pairs of gloves, a cane or two, and perhaps some umbrellas, but they should never be placed in a very prominent part of the window.

Some may object to attempting such a display as this on account of the cost of the brass or nickel-plated standards. We

admit that for a single display the furniture would be rather expensive, but think how many kinds of display can be made with these standards, for, indeed, what cannot be displayed on them? More than that, they are labor saving. There is hardly a store of any size that has not one or more windows displayed by means of these standards. When not in use in the windows they can be well utilized on the counters for displaying handkerchiefs and the like.

THE BOY AND THE BOSS.

The boy came briskly into the office, doffed his hat, and bowed to the boss.

"I understand you want a boy, sir," he said.

"Yes, we have a vacancy."

"Can I fill it?"

"Can you? What sort of a place do you want?"

"Where there's as little work and as much pay as the house can stand."

"Um, most boys when they come are willing to take all work and no pay."

"I'm not most boys."

"Oh, you're not? You are pretty fresh, aren't you?"

"Yes, sir; but I know it, and I'm getting cured."

"Do you expect to get the kind of a job you want?"

"No, sir; nobody gets what he wants, exactly, but it doesn't hurt him to expect a good deal."

"What pay do you think you should have?"

"Three dollars per week."

"The other boys we have had only got two."

"How many have you had in the last year?"

"Eight or ten."

"I thought so. That's the kind of a boy a two dollar boy is."

"And are you not that kind?"

"No, sir; if I come, I hang up my hat and stay."

"Suppose you don't like it?"

"I'll stay just the same."

"Suppose we bounce you?"

"I'll be glad of it, sir."

"Glad of it?"

"Yes, sir; if the house isn't satisfied with the right kind of a boy, it isn't the right kind of a house for the right kind of a boy to be in."

The employer took a second look at the boy. "Um," he said, "will you say that again?"

"No, sir; it's time I was going to work if I'm going to work, and if I'm not, it's time I left. Do I go in or out?" and the boss with much doubt in his mind said "in," and the boy went in with a will.

. . THE MOST IMPORTANT . .

Work belonging to the office is the preparation of the Balance Sheet, Profit and Loss Accounts, and the adjustment of the Capital, Partnerships, or Dividend Accounts.

Many otherwise good Bookkeepers go astray on this work, and unless you have competent inspection the error passes uncorrected.

Many a time an actual loss is made to appear a handsome gain.

My business includes the preparation and inspection of all classes of important Statements.

A. C. NEFF

Chartered Accountant, Auditor, Assignee.

32 Church St., Toronto

FALL CLOAKS AND DRESS GOODS.

ALEXANDER & ANDERSON began about a year ago to manufacture cloaks. Since then they have extended their factory, secured the best designers and established a large trade. Now they show a range of samples which is more extensive than anything else in the market.

No doubt they will meet with people who sneer at the idea of Canadian-made cloaks as they do at everything else of domestic manufacture, but Canadian cloaks are a reality, and are occupying a position in the market more and more extensive.

The styles this year are for plain tailor-made jackets without capes or fur trimming. These are tight-fitting and full-skirted. Paletots are also strong in favor. Browns are very popular, but blacks are holding strong. Fur trimming will not be seen so much this winter, but has not disappeared by any means. A great deal of braid is being used, and this firm show some exceedingly stylish and taking garments with this trimming.

The fabrics most used are faced cloths, such as beavers, meltons, boxcloths, etc. A few rough effects are seen, but they are not bought to the same extent as in some previous seasons.

In dress goods this firm are showing a complete stock, several large shipments having just been opened up. Amazons in plains and twills occupy a leading position. Fancy checks, tweed effects, covert and worsted coatings, etc., all are in long range. Velvet shawls and Scotch wraps are receiving prominence, as are plain and fancy skirts of various kinds.

Navy, grennat and brown fabric gloves are going to take a leading place in this fall's trade. Alexander & Anderson have just received a stock. They have opened up cashmeres, suedes and electa fleecings in plain and fancy points.

In dress trimmings they show the new frill dress trimming and the new tubular cords. Tinsel effects in some trimmings are being much enquired after, and promise to have quite a run.

ART DRAPERIES.

Art draperies are in increasing demand for decorating purposes. Every live dealer carries a stock, and a well assorted range is almost a necessity. The product of eleven different mills is represented in the stock of Boulter & Stewart, 30 Wellington street east. Their advertisements on page 46 give further information.

Though but a few years in business they have rapidly come to the front as an art drapery house. They are now showing new designs in silk, sateen, silkaline and other leading fabrics suitable for fancy curtains, screens and cushions.

They also show many other novelties for the dry goods trade, including children's headwear, down cushions, etc.

Boulter & Stewart will be pleased to meet visiting buyers at their warehouse.

HOW THE WAR WILL AFFECT TRADE.

WAR between China and Japan can affect Canada's trade to a certain extent, but the effect will not be very appreciable unless Great Britain and Russia are drawn into the struggle.

The three most important ports for this trade are Hong Kong, Shanghai and Yokohama. It is unlikely that Hong Kong will be affected, as it is virtually a British port. Shanghai may be blockaded by Japanese warships and trade be interfered

with. Yokohama will not likely be affected, as it is a Japanese port, and if the Japs are defeated in Corea and in their aggressive attack on China they will give up the struggle before China becomes aggressive.

Canada sends some cottons and a few other articles to Japan. There is no reason to fear that this trade will be interfered with. On the other hand, there is a possibility of an increased demand springing up.

The imports from China and Japan are mostly teas and silks. Considerable raw and manufactured silk is sent to Canada, but even if this trade would be annihilated there are other markets which could supply what little Canada needs of this commodity. Teas, of course, cannot be procured elsewhere, and if this trade is stopped it will seriously affect the Canadian Pacific Railway's carrying trade on both land and water, and will deprive it and Victoria and Vancouver of considerable revenue.

The possibilities of this war are terrible in their aspect; the probabilities are that nothing serious will happen. War is fast becoming a matter of history. Once it occupied the chief attention of man. Now the advance of civilization, the greater international contact, and the increased attention paid to trade and internal national improvement have rendered war a nuisance instead of a glorious occupation.

A SUCCESSFUL STUDENT.

W. R. Allen, second son of Joseph Allen, managing partner of the British American Dyeing Co., returned home to Montreal by the 'Lake Ontario', after passing a very successful examination as technical chemical dyer, at Yorkshire College, Leeds. Out of a class of twenty-seven, Mr. Allen took third position, the fourth man being thirty-five points behind him, and the first man only five points ahead. After passing here, Mr. Allen competed for the honors at the City and Guilds of London Institute, which are open to such students as have obtained certificates at the technological colleges of Leeds, Manchester, Glasgow, Edinburgh, Huddersfield, Bradford, Dublin, etc. Here he not only eclipsed his rivals in the Yorkshire school but carried off the highest honors of the year from all comers, having won the first prize and silver medal, the highest medal awarded, and the £2 prize given to the Institute by the Dyers' Association of London, for the winner of the highest honors. It may be remembered that J. D. Allen, Mr. Allen's eldest son, carried off the honors at the same institution in 1887, and fellow-citizens will share with Mr. Allen, senior, the pride he must feel in his two gifted sons. W. R. Allen, who is only nineteen years of age, will return to England in September to resume his studies in the honor course at Leeds.—Witness.

SPECIALS IN CURTAINS.

Three special prices in lace curtains are now being shown by John Macdonald & Co. These are lines that have just arrived, and the patterns are shown for the first time. The price is special, because these were stock lots bought at less than manufacturers' regular prices. They can be retailed for \$1, \$1.25 and \$1.50.

New colorings and designs in rug fringes are being shown just now at much below former price.

A new range of chenille covers is also displayed for the fall trade. The colorings and designs are very taking.



Our Stock
Now fully
Assorted

Dress Goods
Complete

W. R. Brock & Co.



The duty paid at Custom House on goods coming into this country for home consumption shows a decrease of about \$1,600,000 **for the months of June and July.** This indicates the business feeling among business men and the incoming of a more healthy state of trade.

British and Canadian Wool-
ens and Merchant Tailors'
Supplies a specialty.

W. R. Brock & Co.

TORONTO



TORONTO

A Church Carpet



You frequently have a call for a church carpet. For the moment you are puzzled how to meet it. We serve you by always having **a large stock on hand, which will enable us on the shortest notice to fill the largest order that will come your way.**

The stock is the best, and out of long experience in this line we know just what designs are needed. Our price to the trade ensures you a nice profit on the transaction.

JOHN KAY, SON & CO.

34 KING STREET, - - TORONTO

CANADIAN DRY GOODS REVIEW

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TORONTO AND MONTREAL, AUGUST, 1894.

No. 8.

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LIMITED.

Trade Journal Publishers.

AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

J. B. McLEAN,
PRESIDENT.

HUGH G. McLEAN,
SEC.-TREAS.

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TWO METHODS OF RETAILING.

A CUSTOMER went into a retail dry goods store in a certain Canadian city and asked to see some carpets. These were shown, and the proprietor finding everything was not suitable, told the customer that some new stock would be in next morning if the customer would call at 10 o'clock. The matter was so arranged.

The next morning Mr. Customer called on Mr. Proprietor, but found him out. A careful enquiry elicited the pleasant news that he had left no instructions with any of his clerks to attend to that particular customer, or to show particular goods.

Mr. Customer was naturally somewhat indignant, and keeping his cheque-book in his pocket, went to an opposition store.

Here the clerks pounced on him and almost took his breath away with their eagerness to show him everything that was in the house. Very politely and gentlemanly, they played their fish and finally landed him for \$500 worth of goods.

These instances do not occur every day; they do not occur in every town; but they do occur sometimes.

There are cases when a man can sit down, take his ease, and watch the volume of his business roll up into enormous magnitude, as does a snowball in the hands of the urchin on a soft winter morning. But these instances occur in other lands than this, away beyond the blue unknown where fairies, not news-boys, play tunes on their chins.

There are smart men in business to-day, and their competitors must be smart, or they will not get their share of trade. Untiring energy, eternal vigilance, unerring watchfulness and consummate business skill—these are the qualities on which success is built up and maintained.

VELVETS AND VELVETEENS.

WHEN retailers were first asked to pay an advance in prices of velveteens, owing to the increase of 10 per cent. in the duty made last March, they demurred. Then they positively refused to buy at the advance.

But wholesalers' stocks at old prices were soon exhausted, and new retailers' stocks are exhausted. The consequence is that the retailer has again come into the market and is paying a price nearly 10 per cent. higher than he paid in February of the present year.

The indications are that velvets, velveteens and plushes will be used this fall and winter to a greater or less extent, and that stocks must necessarily be improved over their present scant condition.

CANADA'S TRADE.



IN spite of a world-wide depression in business, in spite of a steady decline in prices during the past five years, in spite of financial troubles in countries with which she trades—Canada, on June 30th, closed a most successful fiscal year. The exports are almost equal in value to those of last year, and last year they were \$4,600,000 ahead of 1892, or \$20,150,000 ahead of 1891. That this country has been able to hold her own in this trying year is a matter for congratulation.

True, the pathway of trade during the year has not been too rosy. The drain of money spent by those who went to the World's Fair last year; the steady decline in the price of cereals, of which Canada exports large quantities; the embargo placed on Canadian cattle in the British market; the declining demand from the United States for Canadian goods; the below-the-average crop in Manitoba and the Territories—these have been some of the thorns along the mercantile pathway. These are some of the causes which have made a marked reduction in the imports of the past six months. The people generally are buying less, and as a consequence importers are importing less.

The total trade of the Dominion during the past twelve months is here given, and a comparison made with the preceding twelve months. The figures taken are the unrevised figures, and will be slightly increased when full returns are received:

IMPORTS.

1892.	1893.
July \$ 9,545,262	\$10,692,637
August 13,518,575	11,375,862
September 10,218,059	12,193,226
October 8,986,529	9,801,157
November 9,144,132	9,144,132
December 8,256,269	7,686,688

1893.	1894.
January \$ 9,160,464	\$8,573,554
February 7,989,834	6,999,360
March 10,449,939	9,730,942
April 9,389,800	8,151,229
May 12,149,847	9,161,161
June 12,001,030	9,421,493

Total \$120,809,740	\$112,931,441
Decrease \$7,878,299	

EXPORTS.

1892.	1893.
July \$12,712,350	\$12,683,597
August 13,248,607	13,572,817
September 13,833,118	12,779,137
October 13,466,438	13,706,003
November 14,964,502	14,964,502
December 9,166,270	9,898,334

1893.	1894.
January \$ 4,975,175	\$ 4,657,593
February 3,770,822	3,742,516
March 6,545,336	3,601,807
April 3,989,562	3,792,847
May 8,277,768	7,863,960
June 13,372,295	13,225,873

Total \$118,392,243	\$115,488,986
Decrease \$2,903,257	

Canada is not the only country that has bought less. The United States in 1892-3 bought \$866,400,922 worth of goods;

but in 1893-4 the total is only \$654,835,873, a decline of about 25 per cent. The decline in Canada's imports is less than 8 per cent., so that she has quite an advantageous position compared with the United States. Moreover, Canada's purchasing power has been about \$24 per head for the year, while the purchasing power per head in the United States has been only about \$10. This enormous difference is due in part to the greater share of domestic goods used in the United States; but still this will not account for the total difference.

The following figures show the course of Canada's trade since 1868:

	Total Exports.	Total Imports.
Fiscal year 1868....	\$ 57,567,888	\$ 73,459,644
do. 1869....	60,474,781	70,415,165
do. 1870....	73,573,490	74,814,339
do. 1871....	74,173,618	96,092,971
do. 1872....	82,639,663	111,430,527
do. 1873....	89,789,922	128,011,281
do. 1874....	89,351,928	128,213,582
do. 1875....	77,886,979	123,070,283
do. 1876....	80,966,435	93,210,346
do. 1877....	75,875,393	99,327,962
do. 1878....	79,323,667	93,981,787
do. 1879....	71,491,255	81,964,327
do. 1880....	87,911,458	86,489,747
do. 1881....	98,290,823	105,330,840
do. 1882....	102,137,203	119,419,500
do. 1883....	98,085,804	132,254,022
do. 1884....	91,406,496	116,397,043
do. 1885....	89,238,361	108,941,486
do. 1886....	85,251,314	104,424,561
do. 1887....	89,515,811	112,892,236
do. 1888....	90,203,000	110,894,630
do. 1889....	89,189,167	115,224,931
do. 1890....	96,749,149	121,858,241
do. 1891....	98,417,296	119,967,638
do. 1892....	113,963,375	127,406,068
do. 1893....	118,564,352	129,074,268
do. 1894....	*116,000,000	*122,000,000

These are approximate, as full returns are not yet in.

British trade has also gone backward. A British paper summarizes it as follows: "In 1890 the foreign trade of the United Kingdom appeared to reach a culminating point. The exports of British goods in that year reached the satisfactory volume of £263,530,585, and this was supplemented by £64,721,533, the value of our exports of foreign and colonial merchandise. Since 1890 there has been a steady and persistent fall, until 1893 showed totals of £218,094,865 for British, and £59,043,405 for foreign and colonial merchandise. The total depreciation in our export trade, comparing 1893 with 1890, is therefore £51,113,848, approaching very nearly to the gross value of our re-export trade. The figures for the various years' exports are as under:

1890.....	£328,252,118
1891.....	309,113,718
1892.....	291,640,166
1893.....	277,138,270

"Nor is this all, for a corresponding shrinkage is exhibited in our imports, with the difference, however, that the maximum volume was attained in 1891 instead of 1890. The figures for the same years' exports stand thus:

1890.....	£420,691,997
1891.....	435,441,264
1892.....	423,793,882
1893.....	404,688,178

Adding the two groups of figures together, the difference in the

amount of our trade inward and outward in 1893 as compared with 1890 is £67,117,667.

"It is desirable to see precisely where this great falling off of trade exists. Of the £51,000,000 odd shrinkage some £35,000,000 is in trade with foreign countries and £16,000,000 with the British possessions. Our export dealings with France have shrunk approximately five millions; with Holland, three-quarters of a million; with Germany, over two-and-a-half millions; with Sweden, Norway and Denmark nearly a million; Belgium, half a million; Portugal, half a million; Spain, a million and a half; Italy, over two-and-a-half millions; Greece, half a million; Turkey and Egypt, one million; China, two millions; Japan, nearly half a million; the United States, ten-and-a-half millions; Mexico, three-quarters of a million; Chili, three-quarters of a million; the Argentine Republic, nearly three millions.

"Coming to our British possessions, the heaviest falling off is with Natal, one-and-a-half millions; British India, five-and-a-quarter millions; Straits Settlements, a million and a quarter; Hong Kong, half a million, and Australasia, eight-and-a-half millions."

During the past year one conviction has been deepened in the minds of the great bulk of the Canadian people, and that is that Canada's future does not depend on her wheat-producing powers. Wheat may be a large feature in her trade, but it will not continue to be the greatest article of export. Mixed farming has fixed itself firmly in Ontario, and it is rapidly being taken up throughout the Northwest. The low price of wheat in the world's market, the increasing competition from markets where labor is much cheaper than in Canada, has led to the conviction that the future of this country depends on its wool, mutton, beef, pork, poultry, butter, and cheese; and on its mineral and timber supplies. Mixed farming and manufacturing must be added to wheat growing to ensure Canada's greatness.

Canada's railways have been and must continue to be a great factor in her development. During the closing days of the present session of Parliament, a grant of \$750,000 a year has been made for a line of fast Atlantic steamers. This will throw a great deal more trade into the hands of Canadian railroads. True the Government gives all the money and the railroad companies take part of the profits, still this is to be expected until the people learn that the great roadways of every country—the arteries which carry the red, life-giving blood of commerce—should belong to the people, managed by the people and for the people. But this line of Atlantic steamers, making 20 knots an hour and sailing direct to Canadian ports, will advertise Canada in a way she was never advertised before, will keep her people always under the protection of the British flag. The Australian or the English resident of China or Japan can reach British Columbia on a Canadian line of steamers, cross the continent on a Canadian railroad, take steamer from Halifax, St. John or Quebec to Great Britain on Canadian steamers, and from Great Britain cross the other half of the world in ships flying the same Union Jack. English and Canadian steamers and railroads will thus have direct communication around the globe—a feature great in possibilities. The carrying trade that will thus be brought to Canada's steamers and railroads must be a feature in the making of Canada's greatness.

Looking forward and backward, it can be seen that many difficulties have been overcome, and some remain to be faced. Yet, though all hopes have not been realized, prospects are sufficiently bright to make the citizens of this Dominion proud of her present and future progress.

FAILURES IN FIRST HALF OF YEAR.

ACCORDING to Bradstreet's returns, 957 failures were reported in the Dominion for the six months ending June 30th last, as against 887 in the first half of last year, an increase of 70, or 8 per cent. Total liabilities are given at \$9,509,342, compared with \$8,215,759 in the first half of last year, an increase of 16 per cent. Against this there is an increase in the assets of 42 per cent. The province of Ontario reports 38 more failures for six months of this year than last, the province of Quebec 49 more, New Brunswick 5 more, Manitoba 4 more, and British Columbia 2 more, all others reporting fewer. It is worthy of note that while business failures throughout Ontario carry with them an increase of 12 per cent. in liabilities, those in the province of Quebec show an increase of debts amounting to 62 per cent. The following table, giving a comparison between this and last year, will be found interesting:

Province.	Number of failures.		Assets.		Liabilities.	
	1894.	1893.	1894.	1893.	1894.	1893.
Ontario	427	390	\$1,605,293	\$1,437,822	\$3,601,849	\$3,238,975
Quebec	347	302	1,364,513	609,591	3,909,394	2,439,031
New Brunswick	43	37	302,437	152,000	595,250	280,830
Nova Scotia	58	61	170,993	308,888	116,092	571,315
Prince Edward Island	5	17	17,859	48,650	28,150	106,200
Newfoundland	3	6	4,300	604,100	8,700	900,530
Manitoba	30	35	160,647	188,794	320,602	326,783
Northwest Territory	5	11	0. 00	25,125	28,133	79,293
British Columbia	30	28	440,450	144,000	640,652	272,800
Totals	957	887	\$4,084,482	\$2,880,236	\$9,509,342	\$8,215,759

The lesson taught by these failures is that credit is not so cheap as it was a year ago, and fewer rotten failures are to be noticed. The assets in the total are much higher than in previous totals. This is exceedingly cheering, so far as general business is concerned.

AN ENGLISH VIEW OF OUR COTTON MILLS.

A paper in London, called the Draper's Record, has seen fit to describe the cotton industry of Canada as being "at best, in a precarious position." Everything on earth is in a precarious condition. Even the earth's position is precarious. But so long as Canada is a nation, so long will she manufacture her own cottons and her own woollens. As she advances in the strength of nationality, these industries will advance. This sneering at Canada and her industries has just gone far enough in Great Britain and it may just as well be stopped.

Lest we should seem to speak too severely the article is given in full: "The cotton piece trade in Canada is suffering now severely from a cause not unknown on this side of the herring pond—indiscriminate cutting of prices. Some makers in the States, being compelled to realize regardless of profits, have chosen the Canadian market for their operations, and have effected large sales at prices below cost. The result is that both the home producers and English manufacturers have found themselves out of the running, American goods being purchasable at fully 25 per cent. below the rates at which English and Canadian can be profitably offered. This state of things is not, however, altogether unsatisfactory from our point of view, as it tends to discourage the Canadian industry, which is at its best in a precarious position. With only a comparatively small market to cater for, colonial producers are unable to offer the variety of pattern and design which the modern consumer requires, and this severe American competition will not improbably help to convince some of them that the game is not worth the candle."

A GRIEVOUS CUSTOM RULING.



USTOMS rulings from Ottawa are often very proper, but it cannot be truthfully said that this propriety can be always perceived. The necessity of paying customs duties is a nuisance at best, and any regulation which increases the weight of such a nuisance is certain to react upon those who favor these duties and desire to have them retained.

During the past few weeks the enforcement of a dead-letter regulation has created considerable comment among importers. This is to the effect that when goods have been purchased in bond in New York and shipped into Canada, the Canadian importer must pay duty on the New York cost plus the United States duty. In such a case the United States purchaser never pays the duty usually collected by his country. He simply re-enters the goods for export, and sends them out of the country without passing them on a customs entry. The Canadian importers of this class of goods are buying foreign goods in New York instead of in London, Paris or Berlin. They prefer New York when they want only small quantities or when they want goods in a hurry.

For example. Last winter a great demand sprang up for wool seal capes. These furs are usually bought in London and brought into Canada via New York. If this is the case, the duty is charged on the London price. The sudden demand cleaned up Canadian fur manufacturers' stocks, and as there was not time to import the skins from London and have them manufactured to catch the trade, cases of these furs were bought from New York fur importers who held them in bond, ready to sell to whoever should require them. Goods can be ordered by telegram from New York fur importers and laid down in Toronto inside of 72 hours. To cable to London for the same goods, would not have them laid down inside of a fortnight.

Small importers also found it very beneficial to be able to visit the New York commission agents, and buy dry goods, fancy goods and hardware in bond at a small advance on European prices. The expense of a trip to New York is very considerably less than one to European markets, and this saving more than paid the commission charged by the New York importers.

The customs authorities have issued a circular saying that the decision that the value of all goods bought in bond in New York shall be the New York price, plus the United States duty (which was never paid), is not a new decision, nor is it designed to hamper trade. It says the practice has been in vogue since 1883, and that in order to secure uniformity in the collection of duty at the various ports it has been deemed advisable to issue this circular.

It is strange that if the ruling was given in 1883 that it has never been enforced at the larger ports. It was not until the 10th of June last that anything of it was heard in Toronto.

Some large wholesalers claim that the ruling is a good thing, for the small importers will have no chance against them. It should not, however, be the policy of the custom authorities to encourage one importer more than another. They should be absolutely impartial, and if they were such they would tax

all importers twenty to eighty per cent. more for buying British goods in New York than if he bought them in London.

The Telegram publishes a lengthy interview with a wholesale merchant, and it is worth reading :

"I say that the practice has not been in vogue since 1883. Section 58 may have been in force, but sub-section 2 of section 98 was passed in 1889, and it is on this sub-section that the new reading of the law is put in force. Now, the interpretation of this clause was not asked for until 1892, and the Deputy Minister of Customs gave his reading as at present at that time, but is it not strange that the country heard nothing of it until June, 1894?

"Then the circular states it is not designed to hamper trade. Why, it cannot do otherwise than hamper trade. Wholesale grocers, dry goods, hardware and fancy goods houses buy their goods in bond, not because they buy them cheaper, or any desire to cheat the customs, but because with a limited trade it is to their advantage. The American importer, with his vast territory to supply, must always keep a large stock of goods in bond. When a Canadian merchant buys his goods in Europe, knowing his limited market, his purchases are likely to be limited. His goods are brought out, put on the market, and being a new article find a ready sale. Should he have to cable to England, or wherever he buys his goods, it will take him three months to get his order made and delivered, and by that time the demand is over. What does he do? He writes to New York to some big importer, gets a list of cases of the articles wanted, orders, and his goods are here in a week or ten days. He pays more for them than he would if ordered direct, but he is willing to pay the difference to save a season. He is willing to pay the profit demanded by the importer, who can afford to take a commission as the goods are always sold on short dates. But with the new ruling he would have to pay from 20 to 80 per cent. more than imported direct, and still they say it does not hamper trade.

"It is claimed by some of our merchants that so many goods are brought in undervalued that it injures the general trade. What are appraisers for? If goods are out of style or damaged they cannot be undervalued. The market price is what they will bring, and every merchant has his chance to buy. It appears to me that the authorities want to get a crack at the American trader, when in reality they are hurting their own market. It looks as though the Government is trying to put every obstacle in the way of the men who put up the greater part of the revenue of the country. If there were any sense or reason in such a law it might be understood, but among the dozens of importers with whom I have discussed the question, I have only met one who spoke in favor of the law, and he gave as the reason, the undervaluation of the goods.

"The Board of Trade should take this matter up properly, not as has been done so far, but the men interested should show just what the rule means. The proportion of goods brought in is small in comparison to the direct imports, but it amounts to enough to disturb a very good trade. I would like to see some action taken in the matter."

The stock of Hannah M. Vermilyea, manufacturer of corsets, Toronto, is advertised for sale. That of Philips & Moreau, Montreal, is to be sold on the 24th. Poirier & Moreau, Montreal, are in liquidation. E. C. Gooden & Co., Baie Verte, N.B., have assigned.

Correspondence.

EDITOR DRY GOODS REVIEW :

YARMOUTH, N. S., Aug. 8, 1894.

SIR, There seems to be a difference between your specification of the new tariff and that of our collector at this port, and I write for information. For instance, ladies' cotton wrappers I classed under the head of "clothing made of cotton including ladies' and children's cotton underclothing, etc.," at 25 per cent. I have to pay 35 per cent. Also linen table cloths, damasks, napkins, tray cloths and d'oylies I class at 25 per cent. They class them all "table covers" at 30 per cent. Can you give me further information either through your columns or by letter?

Yours respectfully,

J. D. CHAMBERS.

The following is a copy of the letter sent to Mr. Chambers on receipt of the foregoing :

TORONTO, Aug. 15, 1894.

J. D. CHAMBERS, ESQ.,

Yarmouth, U.S.

DEAR SIR,—Yours of 8th inst. to hand, and in reply would say that ladies' cotton wrappers should be classed under clause 408 at 32½ per cent., not 35, as you say you have been charged. Table cloths were in doubt for some time, but we think it can be definitely admitted that both trimmed and untrimmed table cloths must pay 30 per cent. However, d'oylies, napkins, tray cloths, etc., are dutiable at 25 per cent., not thirty as you say you have been taxed. This will be seen by referring to clause 424. All these interpretations have been verified by the rulings of the appraisers at this port.

Yours truly,

EDITOR DRY GOODS REVIEW.

[It may be mentioned by way of explanation that the schedule printed by THE REVIEW in June was published within three days after the new tariff bill was passed, and consequently before any decisions or explanations had been given. It was intended simply as a guide to importers until more thorough information could be procured from the Custom authorities. If importers would like to see it revised and re-published, and will signify such desire, it can be done.—Editor.]

EDITOR DRY GOODS REVIEW :

NIAGARA FALLS, ONT., Aug. 14, 1894.

SIR,—Would you please inform me on the following points regarding "Transient Traders" or men who dispose of bankrupt stocks :

(1) Can a storekeeper that comes from another town and opens a "branch store" in this town be forced to pay down a tax (or license) of \$50, to be refunded on his future taxes, providing that he has leased a store for one year?

(2) Can a man that buys a bankrupt stock in this town be forced to pay down a tax of \$50 before opening up for business?

The above questions are being discussed by our town council. They have passed a by-law intending to cover the above cases,

but now seem to think that they are unable to enforce them. We have two such stores in our town and I will feel obliged by an early reply

Yours truly,

JOHN LOGAN.

In regard to the first question, we would say that if such a storekeeper is not on the assessment roll for the current year he can be so taxed. The presence of his name on that roll shows that he is a taxpayer and not a transient. The absence of his name from that roll shows that he is a transient and not a taxpayer, and as such should be taxed in a special way. Full explanations in DRY GOODS REVIEW, Oct., 1892, and June, 1893.

In regard to the second question, the answer is: "No." Any bankrupt or other stock bought in a certain county can be sold anywhere within that county, and the person so selling it cannot be taxed as a transient. If, however, he takes into a county other than the one in which he had bought it, he can be taxed as a transient. An example of this occurred in the case of F. X. Cousineau, a Toronto merchant. He bought a bankrupt stock in Hamilton and added to it part of a bankrupt stock bought in Kingston. He was found to be amenable to the law as to transients merely because part of the stock was bought outside the county.

THE COMMERCIAL TRAVELERS' TAX.

DOWN in Prince Edward Island there is a tax on the commercial traveler, a man who spends more money to the square inch than any other kind of traveler. He carries the olive branch of peace from the outside world, and a volume of collected information. To tax him is to do something shortsighted.

The Prince Edward Islander, a journal published in Charlottetown, defends the tax, and this defense is quoted. It is O. K. with the exception that the writer forgets that Prince Edward Island gets a subsidy from the Dominion Government, and would like to have this increased. Here is the article :

"Considerable small talk is being indulged in by some of the representatives of the manufacturers of the Upper Provinces respecting the tax of fifteen dollars per year imposed by the Provincial Government at the last session. These gentlemen are perfectly willing that the farmers and mechanics of this Island should be heavily taxed to keep up their factories and monopolies of all kinds. But the minute there is an attempt made to have them contribute to the general revenue of the Province to help maintain the public service, a great howl is raised.

"Looking at the matter from a provincial standpoint we think the tax is a proper one. We have our own factories and wholesale houses which contribute heavily to the revenues of the city and towns, and under the new taxation bill will have to pay on the net income earned, and it is not in our opinion fair to tax local industries and business houses, and allow outsiders to come in and do business, without helping to keep up the various branches of the public service, which enables them to conduct their business satisfactorily.

"The tax is not a very large one and is little if any greater than some of our farmers will have to pay on their farms, from which we venture to say the returns will be very much smaller than the amount contributed indirectly by the general public, to keep up those self-same commercial travelers."

THE U. S. TARIFF BILL.

At 6.30 o'clock, on August 13th, the House of Representatives, at Washington, passed the Senate Tariff Bill unchanged, unamended, untouched. The long, wearying, melancholy struggle is over.

The following is a statement of the average ad valorem rates of duty of the McKinley Law and the Senate Bill, with the percentage of reductions on certain articles:

	McKINLEY LAW.	SENATE BILL.	REDUCTION.
Press	30.00	25.00	16.67 per cent.
Cotton cloth not over 100 threads, not bleached	35.17	30.05	14.55 "
" " " " bleached	38.00	30.53	19.45 "
" " " " dyed, colored, etc.	40.80	30.54	25.15 "
" " " " Exceeding 100 threads	42.39	32.39	23.59 "
" " " " bleached	43.27	35.00	18.58 "
" " " " dyed	43.84	38.84	11.40 "
Bagging for cotton	42.52	Free	100.00 "
Woolen yarns	278.60	30.00	89.23 "
Shawls, woollen, not above 40 cents per pound	150.30	35.00	76.71 "
Knit fabrics, not above 40 cents per pound	135.00	35.00	74.47 "
Blankets	30-104	35.00	66.71 "
Hats of wool	86-100	35.00	72.00 "
Flannels, not over 50 cents per pound	85-104	25.35	66.71 "
Silk, partially manufactured	60-80	20.00	66.94 "
Silk webbing, goring, etc.	50.00	45.00	10.00 "
Silk buttons	50.00	45.00	10.00 "
Silk dress goods	50.00	45.00	10.00 "
Silk ribbons	50.00	45.00	10.00 "
All other silk	50.00	45.00	10.00 "
Crinoline cloth	27.00	20.00	25.00 "
Manufactures of india rubber	30.00	25.00	14.29 "
Umbrellas, covered with silk or alpaca	55.00	45.00	18.18 "
Hatters' plush	10.00	Free	100.00 "

Other comparisons are interesting:

	SENATE BILL.	McKINLEY BILL.
Spool cotton, 100 yards	5 1/2 cts. per dozen	7 cts. per dozen
" " " 200 yards	11 cts. per dozen	14 cts. per dozen
" " " 400 yards	22 cts. per dozen	28 cts. per dozen
Clothing, ready-made, when mostly cotton	40 per cent.	50 per cent.
Handkerchiefs, neckties, etc., mostly cotton	40 "	50 "
Chenille curtains, table covers, etc.	40 "	60 "
Cotton hose and half-hose	30 "	35 "
" " " when fashioned, etc.	30 "	25-75 "
Brads, gimps, braces, etc.	45 "	1 Braid 35c. lb. others 45c. lb.
Manufactures of cotton, cotton duck and damask	35 "	4 "
Jute yarn	70 "	35 "
Hemp and jute carpets	60 "	6c. sq. yd.
Oilcloth, linoleum, etc., value 25c. sq. yd. or less	75 "	40 per cent.
Oilcloth, linoleum, etc., value over 25c. sq. yd.	40 "	15c. and 30 "
Collars and cuffs	90 cts. doz. and 30 "	30c. doz. and 40 "
Shirts	50 "	55 "
Laces, edgings, nettings, embroidered, lace curtains, embroidered handkerchiefs, etc.	50 "	60 "
Knit fabrics, not over 40c. lb.	35 "	75 "
" " " over 40c. lb.	40 "	75 "
Women's and childrens' dress goods, coat linings, Italian cloth, not over 50c. lb.	40 "	50c. sq. yd. and 50 "
Women's and childrens' dress goods, coat linings, Italian cloth, value over 50c. lb.	50 "	12c. sq. yd. and 50 "
Clothing, ready-made, mostly woollen, if valued over \$1.50 lb.	30 "	9c. lb. and 60 "
Ditto, value less	45 "	6c. lb. and 60 "
Cloaks, jackets, etc.	50 "	70c. sq. yd. and 40 "
Asminsters, Moquettes, etc.	40 "	" " " "
Saxony's, Wiltons, etc.	40 "	" " " "
Brussels, etc.	40 "	44c. sq. yd. and 40 "
Velvet and tapestry velvet	40 "	40c. sq. yd. and 40 "
Tapestry Brussels, etc.	42 1/2 "	28c. sq. yd. and 40 "
Freble ingrain, three-ply and all-chain Venetian carpets	50 "	10c. sq. yd. and 40 "
Wool, Dutch and 2-ply ingrain	80 "	14c. sq. yd. and 40 "
Druggets and backings	50 "	22c. sq. yd. and 40 "

The reductions of the rates of duty on manufactures of wool are to take place on January 1st, 1895. The rest of the bill is

named to go into force August 1st, but as the President has ten days after its passage in which to sign it, and as it was not passed until August 13th, it will probably be August 28th before it goes into force. Raw wool goes in free at once.

The only articles still in doubt are coal, sugar, iron ore and barbed wire.

A TORONTO FAILURE.

The failure of James Eaton & Co., dry goods, Yonge street, Toronto, was not unexpected, for certain Canadian houses had already closed down on them. James Eaton, Sr., had been manager but had fallen ill. Suddenly the son, James Weldon Eaton, who had taken the management, discovered an unknown claim of \$70,000 held by Stewart & McDonald, of Glasgow, and secured by some Manitoba property of Mr. Eaton's. The stock was at once sold to the son, and the bill of sale for over \$30,000 registered. This forced a meeting of the creditors, over 60 attending. The bill of sale was upset, and Mr. Eaton, Sr., assigned. The statement showed stocks, \$53,000, real estate, \$70,000; total, \$123,000. The liabilities are about \$130,000. J. W. Eaton at once went to the Old Country to try to arrange with the Glasgow creditors. He has made satisfactory arrangements and will return on August 20th. In the meantime W. A. Campbell has been appointed receiver, under the direction of Charles Reid, of Reid, Taylor & Bayne, A. Bradshaw, of Bradshaw & Son, and R. W. Spence, of Caldecott, Burton & Spence. The creditors will meet again on August 24th, when it is expected John Eaton will be at home.

UPWARD TENDENCY IN WOOLENS.

A FIFTY per cent. reduction in the duty on woollens going into the United States has caused an advance of the price of these goods in the primary markets of Great Britain. For some time this advance will continue, and, perhaps, may become stationary. But in the meantime the stocks of imported tweeds, worsteds, etc., in Canadian wholesalers' hands are considered valuable property.

Of course the exception made in the bill that woollen duties shall remain the same until January 1st, 1895, may cause the full effect of the reduction to be delayed somewhat until that time. Nevertheless, the confidence of buyers and of sellers will no doubt discount such a delayed effect.

As to the effect the reduction of duties on woollens and the admission of wool free of duty will have on the prices of Canadian manufactured woollens, there is little ground for hoping for a stiffening of prices. The stock of wool in the cities of Canada is much larger than ever it was at a similar period, and should it not find a ready market in the United States, it will have the effect of lowering prices in Canada very materially. Long & Bisley, of Hamilton, are said to have a million pounds of wool in their warehouse ready to send into the United States as soon as the gate is opened, which will not be later than August 28th.

Moreover, the Canadian mills have been suffering from a dearth of orders, and it will take a considerable rise in wool and a considerable increase in orders to make them raise prices. The former is an uncertainty and the latter is an impossibility; hence prices of Canadian woollens are likely to remain in statu quo.

BUSINESS CHANGES.

THE creditors of the estate of Smith Bros., general storekeepers and manufacturers, of Sarnia and Dresden, met at the Queen's Hotel, Toronto, a few days ago. Among the creditors represented were McMaster & Co., Toronto; John Hallam, Toronto; Calder & Co., Hamilton; Robert Berryman, Hamilton; Gordon, Mackay & Co., Toronto; W. R. Brock & Co., Toronto; Gault Bros. & Co., Montreal; and Robinson, Little & Co., London. The gross liabilities are about \$38,000, and the nominal assets about \$60,000. Much sympathy was expressed with the firm, but the opinion expressed was that it had been carrying on too large a business. The meeting was firm in its determination not to accept less than 65 cents at four, six, nine and twelve months, secured. It is expected that about 70 cents will be realized. Messrs. Berryman, of Hamilton; Muldrew, of McMaster & Co., and Gibbons, of London, were appointed inspectors.

Jordon & Co.'s millinery stock, Winnipeg, has been sold to Mrs. J. P. Keeler.

G. I. Wilson, dry goods, Vancouver, is advertising his branch store for sale en bloc.

R. C. Milne and F. Spittal are beginning a hat and fur business in London, Ont.

T. L. Bray, general merchant, Wolseley, is reported to be selling out to D. Desbresay.

D. Longtin, general merchant, St. Phillippe la Prairie; stock sold at 44 cents on the dollar.

Wm. McElroy, general merchant, Richmond, is offering to compromise at 40c. on the dollar.

A. Genet, general merchant, Gentilly, Que., has secured a compromise at 25c. on the dollar.

Fred. Goebel, general merchant, New Hamburg, Ont., has been succeeded by J. K. Bricker.

The estate of E. Dawe & Son, tailors, Vancouver, has been sold by tender to D. Goldberg & Co.

D. M. Walker & Co., dry goods, St. Catharines, have effected a compromise at 65 cents on the dollar.

N. Wilson, general merchant, Edmonton South, N.W.T., advises that he is giving up business.

L. M. Jocks, general merchant, Caughnawaga, Que., is offering to compromise at 25 cents on the dollar cash.

J. McMaster & Co., dry goods, Perth, Ontario, have assigned, with liabilities of \$25,000 and assets of \$20,000.

D. A. McDonald, general merchant, Port Hawkesbury, N.S., has assigned. McDonald has been in business about ten years.

W. T. Archibald, general merchant, Truro, N.S., has admitted J. A. Dickson as partner; style, W. T. Archibald & Co.

R. A. Murdoch, dealer in dry goods at Chatham, N.B., has made an offer of 40c. in the dollar, cash, or 50c., payable in four months.

A merchant tailoring business has been opened in Glunn's block on Sandwich street east, Windsor, by J. F. Jordon, late of Comber.

Moses Greenburg, clothier, Montreal, is endeavoring to compromise with creditors at 50c. on the dollar on liabilities of \$13,500.

Mrs. W. H. Merrill, merchant, carrying on business under the name of W. H. Merrill & Co., has assigned at the demand

of Gault Bros. & Co., with liabilities of about \$3,000. The principal creditors are: Gault Bros. & Co., \$1,250; John MacDonald & Co., Toronto, \$1,000.

Hiram Friedman, clothier, 1448 St. Catherine street, Montreal, has assigned on demand of Abraham Jacob. Liabilities about \$3,000.

George Hutchinson & Son, of Alliston, dry goods merchants, have assigned to Henry Barber & Co., with liabilities about \$15,000 and nominal assets the same.

J. B. Graham, dry goods merchant, Trenton, finding himself embarrassed and unable to secure an extension, has assigned to Frank Campbell, of Caldecott, Burton & Spence. Liabilities, \$12,000.

J. F. Morris, formerly with Pace & Main, Rogers & Moore, and lately of Meaford, has purchased the stock and business of the "City Hat Store," of Orillia, of which C. Brazier & Co. have been the proprietors.

J. Schaeffer, general storekeeper, Paris, has made an assignment to R. Tew. The failure was brought about by the action of the Hamilton creditors who pressed for payment. The assets are \$10,000 and the liabilities under \$5,000.

Robert & Jodoin, dry goods merchants, have assigned at the demand of J. R. Beaudry, with liabilities of about \$15,000. The principal creditors are Thibaudeau Bros. & Co., \$3,600; F. X. Moisan, \$3,500; Gault Bros. & Co., \$2,000.

A meeting of the creditors of Convey & Co., dry goods, Chatham, was held one day last week at Mr. Langley's office, Toronto. Liabilities are \$7,664 and assets \$8,234. An offer of 50c. on the dollar, unsecured, was made but not entertained. The disposition of the estate is left to the inspectors, Messrs. Cassels, Watkins and Alexander.

Bazinot & Desbiens, dry goods merchants, 1064 Ontario street, Montreal, have assigned at the demand of Alph Turcotte, with liabilities of about \$14,000. The principal creditors are: McMaster & Co., Toronto, \$1,094; Caldecott, Burton & Spence, Toronto, \$1,310; P. P. Martin & Co., \$1,105; Gault Bros. & Co., \$1,200; Onesime Pelletier mortgage, \$2,500; Wyld, Grasett & Darling, Toronto, \$850.

Moses Lesser, trader, doing business as a dealer in hats, caps, etc., under the firm name of M. Lesser & Sons, at 617 Craig street, has made an assignment at the demand of M. Vineberg & Co. The total liabilities are about \$3,000. The principal creditors are Greene & Sons, \$551; Maclean & Waldron, \$536; Samson, Kennedy & Co., Toronto, \$716; M. Vineberg & Co., \$242; J. Marshall & Co., London, \$208.

These stocks were sold the last week in July at Suckling's, Toronto: That of V. S. Parsons, Smith's Falls, \$13,000, was sold to Nicholas Garland at 65 cents on the dollar. The stock of W. H. Smith, Niagara Falls, \$14,300, was sold to N. B. Gould, Port Hope, at 65 cents on the dollar. The general stock of Wilson Bros., Barrie, \$14,000, was sold to Powell & Co., Barrie, at 65 cents on the dollar.

Williams, Greene & Rome, of Berlin, Ont., have assigned to E. R. C. Clarkson. Ten years ago this firm started in Berlin on a limited scale, and expanded so quickly that it was soon known as the largest shirt factory in Canada. A branch factory was opened in Guelph for the manufacturing of overalls, etc., under the management of Mr. Harold, but this proved a serious loss and was given up. Mr. Rome died suddenly, and the transition of the style of business from dealing with wholesale

firms to dealing entirely with retail firms, caused such a stringency in their financial arrangements that about a year ago they obtained an extension. Owing to the heavy loss in the Guelph venture and the heavy stock on hand, they have been unable to meet their extension notes and therefore made an assignment to E. R. C. Clarkson. The statement places the assets at \$9,000, with liabilities considerably less. It is understood that Mr. Clarkson will finance the business until it has been brought into proper shape, and that there will be no interruption in the manufacturing.

Chas. E. Buller, tailor, Thamesville, is dead.

The Enterprise Quilting Co., of Montreal, is defunct.

P. Grosselin & Co., dry goods, Quebec, has assigned.

Michael Saxe, of Saxe & Sons, clothing, Montreal, is dead.

Noel & Venner, dry goods, Quebec, suffered by a recent fire.

A. Turcott & Co., tailors, Montreal, will assign in a few days.

D. Holliday, Almonte, has been succeeded by John Beaton.

Maillet & Dumont, tailors, Montreal, have dissolved partnership.

Patrick Lynott, a prominent merchant of Edmunston, N.B., is dead.

J. W. Morrison, tailor, Vancouver, has sold out to W. H. Cullen.

The dry goods stock of F. Gadbois, Arnprior, has been sold at 41 cents.

R. S. Kellie, merchant tailor, Montreal, has assigned to J. McD. Haines.

Villeneuve & Freres, dry goods, Quebec, have compromised at 70 cents.

R. A. Murdock, of Chatham, N.B., is offering to compromise at 50 cents.

Isaie Hevey, tailor, St. John's, Que., is trying to compromise at 50 cents.

Cote & Lafleche's dry goods stock, Montreal, will be sold on the 20th inst.

Thomas Clarke, dry goods, Pembroke, Ont., has compromised at 60 cents.

The dry goods stock of L. L. Dussault, Quebec, has been sold at 50 cents.

A fire in Watson, B.C., burned out E. R. Atherton and Bremner & Watson.

The tailoring stock of V. Girouard, Montreal, has been sold at 45 cents on the dollar.

The dry goods stock of James Roberts & Co., Simcoe, Ont., is to be sold on the 22nd.

O. Dauphenais & Co., dry goods, Montreal, are trying to arrange with their creditors.

E. & M. Woolbridge, milliners, Victoria, B.C., are advertising their business for sale.

Barker, Miller & Gardner is now the name of the firm of Barker & Miller, Macleod.

Alex. Tumotte has retired from the firm of Tumotte & Dagg, general merchants, Belmont.

Fred. Goebel, general merchant, Hamburg, Ont., has been succeeded by J. K. Bricker.

A. Allan & Co., of Calgary, has obtained an extension. He purchased the stock of Rankin & Allan for \$27,000 some time

ago, and found some difficulty in liquidating. His creditors expect him to pull through as he is a clever merchant.

The stock of Walsh & Co., Winnipeg, has been sold to Theresa M. Walsh at 50 cents.

Anthier Bros.' dry goods business at Ste. Cunegonde is now owned entirely by J. O. Anthier.

G. A. Theoret has had the hardihood to start in the retail dry goods business in Montreal.

Goldstein Bros., clothing, Vancouver, have sold their tailoring business to Hunt & Murray.

A. H. Sims & Co., manufacturers shirts and collars, had their factory damaged by a fire last week.

J. W. Harvey, New Westminster, has had his dry goods store locked up by the cruel chattel mortgage.

The stocks of W. H. Smillie & Co., Niagara Falls, and Wilson Bros., of Barrie, were sold the last week in July.

Alexandre Ovide Morin has been registered proprietor of the retail dry goods business of Morin & Julien, Montreal.

C. N. Hartling, men's furnishings, Halifax, N.S., had the audacity to offer to compromise at 10 cents on the dollar.

N. Wilson & Co., men's furnishings and merchant tailoring, London, Ont., have had some trouble with their creditors.

F. H. Colyer, general merchant, St. John's, Nfld., was burned out recently, and an insolvent trustee has been appointed.

Timothy O'Connell, general store, Digby, N.S., has assigned to R. G. Monroe. Likewise Mrs. J. W. McLellan, of Strathlorne.

Geo. Bevilockway, general merchant, Nanaimo, B.C., finding his liabilities too pressing, has offered 50 cents on the dollar.

The wholesale dry goods firm of Jos. Hamel & Co., Quebec, now consists of Jos. E. Bedard, Ernest Hamel and Henri Hamel.

Wm. Glew and George F. Smith, both general merchants of Woodstock, N.B., were burned out last week. Both were insured.

The stock of Senecal & Bro., dry goods, Montreal, has been sold at 60 cents, and that of Ecrement & Co., of St. Gabriel de Brandon, at 42 cents.

Jos. Schaeffer, general store, Paris, has assigned to Richard Tew. W. J. McComb, merchant tailor, Trenton, assigned about the same time.

Mrs. Arpin, general store, Lanoraie, Que., offering to compromise at 40 cents. A. J. Dubuc, of St. Hyacinthe, is trying the same thing at 20 cents.

Many firms in Montreal are in trouble. Here are some of them: A. H. Burton, W. H. Merrill & Co., P. Lapierre, M. Lesser & Sons, and Roy & Fils.

Thos. Hunter and Duncan McLeod, two St. John, N.B., merchants, died about the middle of July. T. J. Morgan, hats and caps, of that city, has sold out.

The general stock of D. Lontgin, St. Phillippe la Prairie, has been sold at 40 cents, the stock of E. H. Lesage, of Montreal, at 63 cents, and the stock of M. Greenberg at 50½ cents.

The stock in trade of Nicholas Wilson & Co., London, has been sold to Jackson Bros., Clinton, at 57 cents on the dollar. The stock consisted of tweeds and gents' furnishings, \$2,826; shop furniture, \$333.20.

TRADE GOSSIP.

LONG & BISLEY, wool exporters, Hamilton, are anxiously waiting for the United States new tariff bill to come into force. They have 1,000,000 pounds of wool in their warehouse ready for shipment as soon as the new bill becomes law.

An addition has been made to J. Walshaw's woolen mill at Glasgow.

Dry goods merchants in Guelph give their employees a half-holiday each week.

Geo. W. Scott's dry goods store, Point Edward, was damaged by fire on July 16th.

D. A. McCalvey has bought out Workman & Stinson, general merchants, Minden.

Alex. Smith, Moosomin, is building a large brick store on Main street, next to his present store.

Among the country merchants who are "doing" the Old Country is J. M. Bothwell, of Barrie.

Business is reported to be quieter in New Glasgow this summer than it has been for many years.

H. Laundry, Tweed, lost \$4,000 worth of dry goods by a fire on August 3rd. He has since assigned.

J. N. McKendry, dry goods merchant, Toronto, accompanied by his wife and daughter, are in England.

J. H. Bastedo, traveler for Gillespie, Ansley & Dixon, was married recently. One by one the boys are corralled.

Burglars broke into Allan & Company's dry goods store at Calgary the other night, opened the safe and took \$50.

Customs receipts at St. John, N.B., for July show a decline of \$12,293 compared with the same period of last year.

A. M. Langes, a prominent merchant at Honolulu, has been visiting Canada. He was accompanied by Mrs. Langes.

W. H. Lindsay, one of Milton's leading merchants, is having the inside of his store somewhat remodelled and improved.

J. Van Sommer, who has closed his general store at Goldstone, has removed the balance of his stock to Port Elgin.

The Customs receipts at Belleville for July were \$2,304, collected on \$9,610 of imports. The exports were \$118,668.

Alex. Armstrong, merchant, Whitevale, has sailed for Great Britain, where he will spend about three months with his brother.

British exports to Canada for July showed a decline of 40 per cent., the heaviest declines being in cottons, woollens, silks and iron.

J. M. Browning, C.P.R. Land Commissioner, is getting ready to build a handsome block of stores on Granville street, Vancouver.

Max W. Cohn, clothier, Halifax, assigned last fall, with liabilities of \$30,000 and preferences of \$20,000. The case is now in the Supreme Court of Nova Scotia.

Mr. Virtue, of Stewart & McDonald, who has been in Newfoundland on a special visit for his firm, has just returned to Glasgow after a very successful journey.

W. Davey, of Bobcaygeon, who has been out of business for about four years, during which time he has been in the Northwest, is going into business again.

Five sealing boats fastened together have been floating found in the Behring sea by a British man-of-war. In some of the

boats were hunters' guns and a quantity of ammunition, but no provisions. No trace of the crews could be found, although the boats looked as though they had been recently deserted.

Bemrose Bros., of Bradford, are erecting a new store and dwelling. The building is of brick, and is of imposing appearance. It will be finished in a few weeks.

S. LeBlanc, dry goods merchant, of this city, left Monday morning on a pleasure trip to Magdalene Islands; on his return he intends to visit the Upper Provinces.—Halifax Chronicle.

During the first six months of 1894, 471 families from the United States reported to the Customs authorities at St. Hyacinthe, Que., their intention of becoming residents of Canada.

A large factory building at Mimico, near Toronto, owned by Eugene Davis, of Montreal, has been rented to an American company to manufacture oilcloth. Fifty men will be employed.

The Toronto Ivorette Company, to manufacture a line of collars, cuffs, etc., has been formed. Mr. McDougall, of Owen Sound, and Mr. Gerolamy, of Tara, are the venturesome gentlemen.

The business men of Delhi have decided to close their places of business Thursday afternoons until the middle of September, and at 8.30 evenings, excepting Saturdays and days preceding holidays.

S. F. McKinnon & Co. have filed suit against W. H. Trebilcock and C. B. Armstrong to set aside a judgment of \$8,000 given to McMaster & Co., and one of \$2,000 given to Harriet Armstrong.

C. S. Herbert, the Detroit dry goods man who will open an emporium in Toronto in September, is having his building at Yonge and Shuter streets remodelled, gutting it and elaborately improving the interior.

The dry goods clerks of Winnipeg, in a published notice, asked the ladies of the city to kindly avoid shopping on Thursday afternoons in order to allow the clerks to enjoy their weekly half-holiday during the hot weather.

Twelve men have just completed the shearing of 15,000 sheep on the ranch at Swift Current. Two of them, Australians, sheared 150 per day each. The clip averages about 7 lbs. The lamb crop has been exceptionally good.

A Fort Worth (Tex.) despatch of August 14th says: "Reports received here indicate that the cotton crop all over North Texas is better than it has been for years, the only fear being that help cannot be had to gather the crop."

Thomson Bros., dry goods, etc., of Orangeville, are going more extensively into groceries. Preparatory to this their store has been enlarged, giving it a depth of over 130 feet. Plate glass windows have been put in the store and in the room above.

W. H. Stevens, proprietor of the Kent Mills, Chatham, predicts that the ruling price for the new wheat crop will be 50c. a bushel. He considers that dealers have been paying far in excess of the price warranted by the market, either present or prospective.

The Edmonton Bulletin says: "J. T. Turnbull, secretary of the Wool Growers' Association, has received several letters in reply to the advertisements and enquiries of the association. Wm. Zinger, who owns a woolen mill at Teeswater, Ont., may be induced to remove his mill to Edmonton, and another mill owner in Ontario also expresses his willingness to change his

E. & S. CURRIE —

Beg to announce to the trade
that their styles for

Fall Season, 1894

ARE NOW COMPLETE

COMPRISING THE

*Latest Ideas
in Shapes*

Also all Staple Styles
produced in the

NEWEST PATTERNS



No. 104x

2 inch Four-in-Hand

Swivel and
Jacquard Silk
Fancy Satin
all shades in
Ottomans . .
Bl'k Turquoise
and
Black Satin . .

We will be pleased to see our friends
at our showrooms during the



EXHIBITION
SEASON



No. 116x

E. & S. CURRIE

64 Bay St. - TORONTO



No. 119x

location for a consideration. As to trading woolen goods for wool the Midnapore woolen mills offer 11½c. a pound for unwashed wool, in trade, the wool to be of a quality containing 65 pounds of clean wool to every 100 pounds of unwashed. Blankets are traded at \$5 to \$8 a pair; yarn at 70c. for 4 banks of 20 yards in each bank, either 2 or 3 ply."

The Western Ontario travelers have decided to do without their usual picnic this year.

Anderson & Graham, Carman, Man., are doing a rushing trade. They used to be in Portage La Prairie.

E. Beattie, Highgate, Ont., paid his first visit to Toronto recently, and left a few orders with wholesale houses here.

Collins & Munro, Miami, Man., are building a new store, size 26 x 66. It will be fitted up in the latest manner with plate glass windows and modern fittings. They are doing a good business.

The German Artistic Weaving Co. have changed their address in New York. They are now at 274 and 276 Church street, between Franklin and White streets. They continue to do a huge business in woven labels.

Gordon, Mackay & Co.'s cricket team continues to improve. They defeated East Toronto recently by a score of 78 to 72. Turnbull and G. A. Woods did the scoring, and Turnbull did good work in the bowling.

J. Cameron, representing the J. B. McLean Co., of Toronto, is in the city on his way to the Coast. The publications represented are THE CANADIAN GROCER, BOOKS AND NOTIONS, THE HARDWARE MERCHANT, THE DRY GOODS REVIEW, and THE PRINTER AND PUBLISHER.—Free Press, Winnipeg.

The Toronto Feather and Down Co. is applying for incorporation under the Ontario act, with a capital stock of \$20,000. This company will take over the business of the Dominion Feather Co. Donald Hope, A. W. Blachford, Ida Blachford, James Bink, C. E. Blachford and Henry Barber are the applicants.

On August 5th burglars made a bold raid on the clothing establishment of Yeo & Chiswell, Woodstock. They completely ransacked the store from front to rear, pulling out drawers, removing goods from shelves, and getting as much of the stock as possible in readiness for quick removal; when surprised they dropped almost everything and fled.

A Kingston, Ont., despatch says: "The profit-sharing system has been adopted in the mill in which Mr. Birkett is interested. The system went into effect on July 1st, and at the end of a year the profits, above expenses, will be divided fairly between capital and labor. This is the first industry in Kingston leading the way in the matter of introducing the profit-sharing system."

Summing it up, Mr. Larke found that there would be at least 1,163 World's Fair medals to be distributed among Canadian exhibitors. In all 2,350 prizes were won by Canadians, but in the case of cattle and sheep the prizes were mostly cash. The total of the premiums won by exhibitors of live stock from the Dominion was \$21,000. The prizes will be distributed about the end of September.

A great sensation has been caused in commercial circles in Dundee, Scotland, by the arrest of Ernest Haasberger, a well-known jute merchant in Dundee, on a charge of forging bills. The extent of the forgeries is not known, and will not be known for some time, as the forgeries and arrangements by the accused

had been evidently skilful, and carried out with a thorough knowledge of business. He has, in fact, the reputation of a good business man. He had retired bills as they fell due, and it was only by the holder of a bill taking the unusual step of making investigations as to the genuineness of a signature that the forgery was discovered. The sum involved is stated at £100,000, but any sum put on the amount at present is mere guess-work.

The abnormal abundance of money in London, Eng., last week compelled the joint stock banks to reduce their allowance on deposits from the previous minimum of 1 per cent. to ½ per cent. It was even suggested that the Bank of England should change its custom and descend below its recognized minimum rate of 2 per cent. Gilt-edged securities have attained phenomenal prices, though it will be rash to predict that they have touched the highest point.

T. Jackson, Jr., returned from a holiday tour Saturday through the States and brought with him a novelty in the shape of a goose heater which can be seen working in his shop. It has a small tank which holds half a pint of gasoline that feeds the inside and makes a steady heat. For a few cents a day a hot iron can always be had. It is a new invention and Jackson Bros. have been offered the sole right of it for Western Ontario.—Clinton New Era.

Some time ago A. F. Gault, president of the Canadian Colored Cotton Co., enquired what Valleyfield, where the mills are situate, stood most in need of. It was pointed out that the town stood in need of better school facilities, and Mr. Gault generously offered to give \$16,000 for this purpose. The Cotton Company has given the site for the school. The building will be of the most modern type, and will, no doubt, be a great convenience to the residents of this thriving town.

The employees of the Toronto Carpet Manufacturing Company and the Worsted and Braid Company, of Toronto Junction, held their second annual picnic week before last to Niagara Falls. The employees and their friends numbered nearly 500, and went by the Niagara Navigation Company's steamers. The lake was a trifle rough, owing to the stiff breeze which prevailed all day, but this did not interfere with the enjoyment of the outing. At Niagara the weather was delightfully fine, and the tour of the electric railway skirting the Niagara River and Falls was highly appreciated. Well-contested sports for prizes presented by the respective companies took place in the afternoon. Before the party returned to the boat hearty votes of thanks were given to employers for their liberality and thoughtful consideration for the comfort of excursionists.

A Detroit despatch of 16th inst. says: "An evening paper says the representative of a Toronto tailoring house succeeded in getting orders for clothing to the amount of nearly \$1,000 from the officers of the United States gunboat Michigan, which has been lying near Amherstburg for several weeks taking soundings. The cheapness of Canadian clothing compared with American was an inducement to the men to 'stock up.' And they did so. Some one gave the thing away, and it reached the United States Treasury Department. It is said the men believed they had a right to purchase under a statute which permits men of the navy to purchase in foreign countries and receive the purchases in American waters. Only a part of the order has been delivered, and the customs officers have their eyes wide open and will snap up the balance if an attempt is made to deliver it. The matter has been reported to the Treasury Department"

John D. Ivey & Co.



FALL, 1894

We cordially invite the trade to our **Fall Opening** of **French Pattern Bonnets** and other **Imported Novelties**

Monday, August 27, and following days

Great care has been given in the selection of importations, and no effort will be spared to increase the confidence already existing between us and our customers and to merit a share of patronage from some who may not already have opened an account here.



JOHN D. IVEY & CO.

53 Yonge Street, TORONTO

FALL MILLINERY.



By the 27th day of August the milliners of Canada will have turned their attention and their eyes towards Toronto and the Toronto millinery openings. They will invade the city as caravans invading Mecca. Then a week later these fickle worshippers of the fickle goddess, Fashion, will turn their footsteps towards Montreal, where on the 3rd of September the millinery houses of Montreal will make a display. The usual number of sleekly-dressed merchants intent on business, and the usual quota of handsome milliners on similar errands, will invade these cities. The traveler will hie him home to the city for a two weeks' stay in the warehouse, where he will receive—not in state—his whilom friends and customers from the rural villages. He will give them a royal welcome, and it will be a genuine one, for few travelers are deceitful and none are two-faced. It will be a genuine pleasant time and much business should be done.

Both in Montreal and Toronto the millinery houses are making extensive preparations, and although the trade may not be so large as usual, it will be by no means trifling or unimportant. While small dealers may have a bad scare, the larger dealers are pursuing the even tenor of their way and buying as freely as usual. They follow the old plan of preparing for a good trade when things are quiet. Crop prospects are so good that trade may come up quickly before fall is over, and as whole sale stocks are low the retailers may not be able to secure what they need about the time the season is half over.

THE SEASON'S SHAPES.

For two seasons the plaque has been a wonderful leader, and shapes have been relegated to the background in an ignominious retreat. Manufacturers of shaped hats have necessarily felt the shoe of Fashion's fickle fancy pinch their toe, and realizing that they must do or die, they did—with a capital D. They have this season produced shapes which rival in artistic twist and fantastic curl the milliner's productions from the plaque. The consequence is natural. The plaque is going back, although large numbers will be sold this season. The shapes are coming forward again, and are bound to force their way into public favor. The range this year is something magnificent.

D. McCALL & CO.

In glancing hurriedly through the warehouse of D. McCall & Co., last week, nothing but piles of goods, boxes and cases could be seen. But in conversation with the manager, Mr. Blackley, some interesting information was gleaned and is given herewith.

The new hats are, for the most part, in velvet, and also derived from the latest summer shapes. The trimmings only have changed, and will include ribbons, velvets, feathers, birds, jet ornaments—principally wired passementerie. Jet is likely to have much success. Ostrich tips and long plumes are in favor. Ostrich edgings and pinpins will also be used, and they allow of all sorts of dispositions and combinations. Of stuffed birds, the

preferred are among the smallest, the tangara, the chimney and sea swallows. Among the larger, the most in demand are the white dove and pigeon, the largest species of minuta, the Formosa swallow, the woodcock, the touraco, and the paradise bird.

In fancy feathers, the woodcock lyre and all curved ornaments will be most in favor; next come the wings and birds. White birds will be in demand, and they are intended more especially for ornaments in the front of the hats. There will be a demand for curved coq feathers in white and in colors, wings and quills of changeable shades, small aigrettes mounted with groups of small birds, and bow-shaped ornaments will be worn.

A novelty in feathers is an imitation of flowers, altogether different from what has been seen. The most remarkable are roses and peonies in all imaginable shades. The scale of colors are as complete as possible; there are to be found in the flowers as many as six tints of red combined in perfect harmony.

McCall & Co. will show large selections in both Toronto and Montreal, and visiting buyers will, no doubt, take full advantage of the privilege of inspection.

AT REID, TAYLOR & BAYNE'S.

According to the head milliner at Reid, Taylor & Bayne's, the new hats are shown in felt and in velvet, from the smallest toque to the large round hat, some flat and some contorted. Square and dome crowns and turbans of all descriptions are to be seen.

The trimmings are ribbons, velvets, feathers and jets. Jet is likely to have success since black is in favor. In fancy feathers, woodcock lyre and coq feathers are favorites. In ostrich, tips and semi-long plumes are used in white and colors, black predominating.

As to colorings the principal shades in brown are Sumatra, Marron, and Java; in green, caspienne and roseau; myrtle is still a favorite. The fancy shades are bluette, jacquiminot, glycine, pompon. These in combination with black are very effective.

This firm is making its usual display for the openings, and sample hats, trimmings, ribbons, etc., will not be less numerous than in previous seasons. Their patrons will be delighted with the usual Paris and New York novelties.

J. D. IVEY & CO.'S DISPLAY.

A call at the wholesale millinery warehouse of J. D. Ivey & Co. showed that great preparations were being made for the fall openings, and that a display worthy of the firm was being evolved.

In conversation with Mr. Ivey, he expressed a conviction that while trade might not be so large in volume as last fall, yet on account of the extreme caution of retailers it would be a satisfactory and profitable business. Orders showed a tendency to run on the better and nicer goods, and the most active millinery retailers were taking quite their usual supply. Mr. Ivey seemed quite hopeful and confident.

In shapes, walking hats are taking a leading position, while plaques are still displayed. Shapes are more numerous and more fanciful than in the spring.

In glancing over importations just arriving, it could be seen that jet and ostrich goods were leading features, with

birds and feathers also very prominent. Jetted bonnets, jet edgings, jet crowns, jet sprays, jet bows, combination steel and jets—all these were shown in endless profusion. Ostrich goods in black and colored tips and feathers were in full display. Large and small birds, black and colored, ditto in wings, jetted birds, jetted feathers, and jetted wings, were collected together in enormous piles of boxes, ready to be placed for the inspection of visitors.

Velvets and velveteens are occupying a fairly prominent place among trimmings, and promise to increase in popularity with the advance of the season. Ribbons are in endless profusion in plains, two-tones, combinations, and reversibles. Fancies seem to have gone back, and black will be the principal ribbon trimming, especially in satin and in the wider widths.

Mr. Ivey speaks in the most confident manner in reference to his French patterns as being decidedly the best selection he has ever shown, owing to the fact that he was in Paris later in the season than usual.

AT S. F. McKINNON & CO.'S.

New goods have been arriving at this warehouse for a month. The number of cases indicates that fall orders have been fairly good. When Manager Guthrie was questioned on this point he said that some of their travelers—three at least—had sold more than last year, while others had not done so well. Nevertheless he expected trade to be fully up to the average.

Cloaks are occupying much of their attention now and import orders are being filled. They will be prepared for house and sorting orders in a very few days.

Their display of millinery at the openings promises to be equal to that of former years.

SOME FALL HATS.



SULTANE.
S. F. McKINNON & CO.

SULTANE.—In meteore velvet—trimmed with an edging of black ostrich feather and jet fringe—a bow of black satin ribbon

with jet ornament at the front supporting an aigrette of black goura—at each side, a small rosette of black ostrich supporting aigrettes of black spangled goura—strings of black satin ribbon.



GLYCINE.
S. F. McKINNON & CO.

GLYCINE.—In glycine velvet—trimmed with a fronting of small black birds with, at each side, a bouquet of black wings supporting a wisp of glycine crosse aigrettes—a jet ornament on the front of the crown, and a curved jet buckle at the back—strings of black satin ribbon.



LAMBALLE.

LAMBALLE.—In black velvet—trimmed with large pompons of frosted woodcock feather on each side—a bow of black velvet secured in front by a jet ornament and running into a torsade—two frosted swallows on the crown, one on the back of the brim, and two others posed on a cachepeigne of Torreador velvet—two large wings, also frosted, facing the back brim.

JOHN MACDONALD & CO.'S TRAVELERS.



BUYERS may buy, financiers may finance, manufacturers supply styles and patterns, but if the traveler cannot sell the goods there will be failures. He is the necessary connecting link between possibility and success.

The largest, and perhaps the best staff of travelers in Canada are selling goods for John Macdonald & Co. They are jolly good fellows, every one of them, know their business, treat their friends right, and are splendid companions wherever they are found. This journal is honored in being able to present its readers with a few

facts concerning these seventeen men who have so many friends between Victoria and Halifax. These seventeen men are constantly on the road selling goods, but this firm has also eleven occasional travelers whose names do not appear among the following.

The amount of trade which must be done each year to maintain a staff of twenty-eight travelers must be enormous, and shows that the business is under capable and competent management.

It is fitting that William H. Niddrie should be the first mentioned of the staff. For fourteen years he has been selling goods for this firm, and his success has been great. Born in the village of Old-Meldrum, Aberdeenshire, Scotland, he served four years and a-half apprenticeship to the dry goods business with John Edminston, Braemar; then went to Glasgow in 1868, entered the employ of Mungo, Lauder & Sons, the great Jamaica street dry goods firm, remaining in there until 1871. He came to Canada and was employed with Macdougall & Snowball, Chatham, N. B., who at that time were doing a large shipping and general trade for about seven years. He then came west to the city of Hamilton, and entered the employ of D. McInnes & Co., where he remained until 1879, when he came to the Queen City and entered the employ of John Mac-



donald & Co. Mr. Niddrie travels one of the most important districts in Western Ontario, known as the Niagara Peninsular, west to St. Thomas, including Hamilton, Brantford and Woodstock. On no section of Canadian soil has there been greater battles fought of keen competition in the dry goods trade than on the ground Mr.

Niddrie travels. Many of the men have either retired or fallen who commenced the fight with this victorious knight of the yard-stick, and print fiend. It is possible and very probable that he will fight the battles of competition as victoriously in the future as he has done in the past, and the firm he represents see the rise and fall of not a few aspirants for commercial distinction.

R. S. Bell is a Scotchman born, first seeing the light of day in the southern part of the land of "Honest Lads and Bonnie Lasses." When a boy he went to Glasgow and secured a

position in the wholesale dry goods house of Smith, Sons & Laughland, of that city, where he received a thorough training. Early in the eighties Mr. Bell was engaged in Glasgow by the firm of W. A. Murray & Co., King street, Toronto, and after



crossing the ocean and serving with this firm for a short time, decided to enter again into the wholesale. He very soon procured a position in the firm of John Macdonald & Co. as a salesman. Being thoroughly conversant with many of the departments in the warehouse, and a most successful salesman, he was put on the road.

The ground which Mr. Bell travels is of considerable extent, covering the Northern Railway and Canadian Pacific Railway to Owen Sound. He has now been on the road for over eleven years, and for the greater part of that time on the route he at present travels. Mr. Bell is of rather modest demeanor, but he asserts with the greatest assurance that the goods of the firm he represents find their way into the stores of the keenest, closest and most careful buyers on this great northern route.

Edward Burns is a native of Toronto, and entered the employ of John Macdonald & Co. in 1880. Being a very bright and intelligent lad, his promotion was more rapid than it would have been by right of seniority. After serving his apprenticeship in the different departments of the house, he was appointed



a salesman in the haberdashery department. In 1886 he was made special traveler to all the cities and large towns from Montreal west to Windsor. After serving four years in that capacity, he was given a position as regular traveler, representing the firm in Western Ontario, from Galt to Windsor, which position he now fills. Mr. Burns is a most successful

man on the road, and is widely known throughout the province. Where he travels he is appreciated as every true traveler should be.

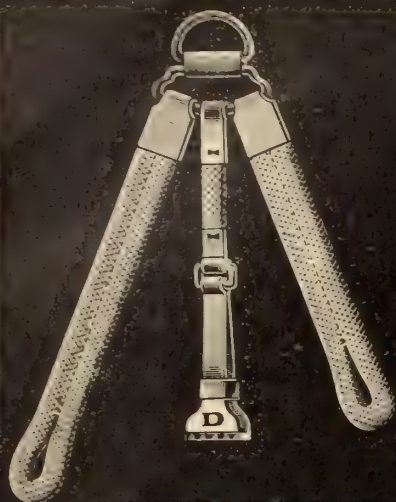
In the rapidly growing towns of British Columbia, John Macdonald & Co. are represented by a live Toronto boy, Richard E. Cooper. Two years spent in that province looking after the firm's interests have made him seemingly very popular. But no more so than when he left Toronto after eleven years in the warehouse of this firm. Mr. Cooper was at one time a valued employee of P. Jamieson, the Toronto clothier, and for



a time had charge of the Hamilton branch of his business. Mr. Cooper will be remembered as a prize winner in the Prize Essay Competition last spring, and his essay was most practical and thoughtful, showing that Mr. Cooper studies retailing theoretically as well as observing it practically. Mr. Cooper's many friends in Ontario will be glad to hear of his success

in the Banana Belt of Canada—in a province which, with its varied resources, will one day be almost the greatest in the Confederation.

J. S. Crofton was born August 22nd, 1867, in the city of Toronto, thus being a citizen of no mean city. At the age of fifteen he obtained a situation in the firm of John Macdonald & Co. — a firm where boys receive a thorough training both for



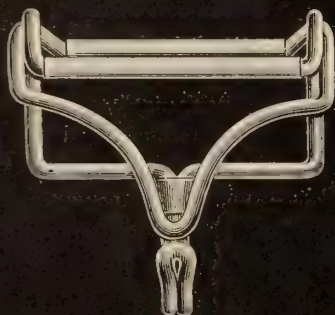
THERE IS SOME STYLE about a Brace end like this. It has an air of Durability and Perfection. The Drawer Supporter is an entirely new innovation that will hold like a bull-dog, not a tintoy. It's a trade bringer to every store who handles it.

DOMINION SUSPENDER COMPANY,

United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arriage paid (for proof.

Grade D Mark



For Durability, Simplicity and perfection, this Brace Buckle stands supreme. It's without teeth and cannot slip, the harder the pull, the tighter it gets. No need to take off the ends to adjust it up or down. A favorite with everyone who wears it, and a seller every time.

DOMINION SUSPENDER COMPANY,

United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arriage paid (for proof.

Grade D Mark



There's Style about this fastener for the back of a Brace. It is Small Neat Durable. Can't Break Away. And unlike the multitude of big tin Clasps that are objectionable to the wearer who don't want his back covered with metal. It's a seller every time.

DOMINION SUSPENDER COMPANY,

United States, NIAGARA FALLS, Canada.

Makers of the best value in \$2.00 & \$4.00 Braces on the Continent. SAMPLES on application (arriage paid (for proof.

Grade D Mark

TORONTO OFFICE—E. Stovel, 45 Canada Life Building

MONTREAL OFFICE—Philip DeGruchy, 28 St. Sulpice St.

commercial life and as expert dry goods men. After a training of six years, Mr. Crofton was appointed as city traveler for the haberdashery and gents' furnishings department. There is no face better known, nor one that receives a heartier welcome from the different buyers of haberdashery and gents' furnishings in the city retail stores, among the army of city travelers, than that of "Jack" Crofton, the subject of this short sketch. He has a smile and a witty word for every buyer he meets, and always a bargain in each hand. Mr. Crofton is the busiest traveler in the city; having no time to walk, or wait on the street cars, he has furnished himself with a cycle, and being an expert cyclist, gets round the city in short order.



C. W. Dunning is an Englishman by birth, and a thorough Canadian at heart. He was born at Falmouth, on December 22nd, 1863, came to Canada when quite young, served a regular apprenticeship to the dry goods business with Robert Walker & Sons, King street, Toronto, and on leaving them entered the employ of John Macdonald & Co. The ground Mr. Dunning travels is known as the Ottawa Valley, where he meets some of the keenest and most expert buyers in the province. He is thoroughly acquainted with all branches of the general dry goods trade, and can talk dry goods intelligently and truthfully with any man on the road, and sell larger parcels than any of his compeers traveling that section of country. Mr. Dunning is a thorough soldier as well as a thorough dry goods man, having served eight years in the Queen's Own Rifles of Canada, during which time he saw some active service.



Lytle Duncan is a genuine Irishman, having first seen the light of day in the County of Leitrim, on the 20th day of May, 1868. At the age of 14 he left school and entered as a dry goods apprentice in the firm of Henry Lyons & Co., Ltd., Sligo, one of the largest in the west of Ireland. In 1886 Mr. Duncan crossed the ocean, came to Toronto, and entered the employ of his uncle, L. Duncan, Queen street west, Toronto, where he remained for one year. His next move was to the town of Wingham, where he engaged with John Hannah for one year. Preferring city life, he returned to Toronto and obtained a position in the firm of T. Eaton & Co., where he only remained for a short time, being offered a good position in James Eaton's as head of the dress department, which position he accepted and held with great success. Mr. Duncan, full of life and ambition, and anxious for greater success, applied for a position with John Macdonald & Co., and entered the staple department. Mr. Duncan is now, and has been for the past two years, city traveler for this department, filling it with honor to himself and satisfaction to the firm he represents. He is a model son of the Green Isle, and will not allow anyone to "Tread on the tail of his coat."



H. E. Ellis was born in Hamilton, Ont., on January 29, 1866. It was there that he received his education and learned the dry goods business, serving four years with A. Murray & Co., of that city. In July, 1886, Mr. Ellis came to Toronto and

entered the employ of John Macdonald & Co. In the spring of 1887 he was sent to the Province of Manitoba as an assistant traveler to Mr. Rough, who before the days of so many railways, could not cover Manitoba and the Territories in one season. A vacancy occurring in the representations of the firm in the Maritime Provinces, Mr. Ellis was offered this important position. He accepted it and has filled it for the past five years with the greatest satisfaction both to the firm and the firm's customers, notwithstanding the fact of having to compete with wholesale firms located in these provinces and in Montreal, which is at least 300 miles nearer than Toronto. Mr. Ellis has his headquarters and sample rooms in St. John, N.B., and is well and favorably known to all the dry goods merchants in those Provinces.



The Quebec representative of John Macdonald & Co. is a young man twenty-seven years of age—a French-Canadian by birth—D. Fontaine. Starting in with Simons & Foulds as parcel boy, four-and-a-half years' experience made him conversant with the retail business and with the English language. Leaving this, he went with E. Langlois, who then represented John Macdonald & Co., and began his present occupation, only for some years he has been the sole representative of this firm in that city. Mr. Fontaine is a pleasant salesman as well as a successful one. He is both ambitious and able, and such a combination wins.



Toronto sells goods in Montreal, and John Macdonald & Co. have a resident agent there. William James Gillan has, since February last, represented them in that city. He is no novice in selling dry goods, having served with J. Johnston & Co., Montreal, for eight years, and with Beall, Ross & Co. for thirteen years. Born in Paisley, Scotland, in 1856, he has all the Scotch pertinacity, and is able to keep abreast of the times, in his chosen calling. His long residence in Montreal and his popularity with the retail trade in that city, secured for him this very important position, which he fills with satisfaction.



A. L. Gilpin is a Canadian, being born on Nov. 13th, 1862. At the age of thirteen he entered the wholesale business of G. W. Gale & Co., serving this firm over six years. He then secured a position with John Macdonald & Co. in the haberdashery department. Mr. Gilpin's ambition was to be a commercial traveler. After serving for a short time as a salesman in the warehouse, and the firm knowing of his ambition and seeing his ability as a salesman, made him one of their special travelers in large towns and cities of Ontario, with samples of silks, laces, fancy goods and smallwares. After serving in this capacity for some time most successfully, he was made one of their regular travelers, carrying a full range of samples, covering the G. T. R. main line from Toronto to Sarnia, and the Goderich, Kincardine, Huron and Bruce



JOHN FISHER SON & CO...



Montreal

442 and 444
St. James Street.

... ALSO ...

60 BAY STREET

Toronto

13 ST. JAMES STREET

Quebec

JOHN FISHER & SONS

Huddersfield, Eng.

London, Eng.

Glasgow, Scotland

Belfast, Ireland

J. Frank Riepert

162 ST. JAMES STREET

MONTREAL

DIRECT
IMPORTER

ORIENTAL

BRANCHES:

YOKOHAMA
SHANGHAI
LYONS

SILKS

And Silk Handkerchiefs

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED,**
FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

• Superior Garment Dyeing and Cleaning in
all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES: 221 McGill St., Montreal. 90 King Street East, Toronto.
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

To Our Many Kind Customers

WE THANK YOU most heartily and sincerely for the vast amount of patronage which has been bestowed upon us during the past eighteen years, and we feel that the efforts which we have put forth have not been in vain.

Our idea has been to do the best work, and as the demands of the trade required, we have from time to time added new buildings and the

Latest Improved Machinery

Our latest addition has been Machinery for Finishing All-Wool and Union Dress Goods. Goods such as Bedford Cords, Merinos, Cashmeres, Nun's Veilings, Serges, etc., can now be finished without any shrinkage in the width.

As in the past, we will **hold first place**, and our customers may rest assured that all goods which we take in hand will be Dyed and Finished as well as it is possible for them to be done, and as good work as is done in any part of Europe.

NEW GOODS SHOULD BE FORWARDED TO THE WORKS DIRECT.

BRAIDS.—Mohair, Military and other Braids dyed and made up.

HOSE.—All-Wool and Cashmere Hose dyed and put up in half-dozens, and boxed when desired. Our Fast Blacks cannot be excelled.

WOOLS.—Berlin Wool dyed and made up in quarter-pounds. Fingering Yarns dyed and put up in spindles.

TWEEDS.—Cloakings, Jersey Cloth, Meltons, etc., dyed and finished.

OSTRICH PLUMES.—We beg to call special attention to our dyeing, cleaning and curling of Ostrich Plumes. Milliners who have a quantity of old feathers on hand can have them dyed and cleaned and made up in Flats, Tips, Aigrettes, Pompons, Mounts, etc.

RIBBONS.—Union and Soft Silk Ribbons dyed and finished equal to new, and re-blocked.

R. PARKER & CO. DYERS AND FINISHERS Toronto

Works and Head Office—787 to 791 YONGE STREET.

branches. Mr. Gilpin was with the Queen's Own in the North-west rebellion, and is said to be as brave in powder-and-ball battles as in mercantile strife.

W. A. Luke was born in Markdale, Grey county, in the year 1860, a worthy son of a noble sire, his father being one of the early pioneer Methodist ministers of that district. In 1874 Mr.



Luke entered commercial life as a boy in the firm of Jas. Ross & Co., Cookstown, where he remained until 1878. He then went to Markdale and entered the employ of W. J. McFarlane, where he remained for two years. From there he went to Brampton to fill a position in the firm of J. Sutcliffe & Sons, remaining for nine years, and having in charge the woolen and tailoring department. In 1889 he secured a position in T. Eaton & Co.'s, Toronto, and for two years had charge of the cloth, astrachan and sealette department. A vacancy occurring for a city traveler in John Macdonald & Co.'s woolen department, Mr. Luke secured the position. He is now their special traveler in the Province of Ontario for this department.

Wallace W. Millichamp is a Toronto boy, being born there in 1869. At the age of sixteen he entered the employ of John Macdonald & Co., where he has received a thorough training for commercial life. The departments to which he has devoted the greatest attention are silks, dress goods, laces, hosiery and gloves. Mr. Millichamp has now been with this firm for about nine years, and at present is their representative in the city of Toronto for the departments above mentioned. Having an excellent address, thoroughly conversant with every line of any importance in these departments, well acquainted with the city's retail dry goods trade, and always having a magnificent range of samples to show, he secures for the firm he represents the lion's share of Toronto's trade in the particular line he carries.



T. A. Mitchell, carpet traveler, was born near Brampton, County Peel, February 21, 1865. His first mercantile experience was with T. Woodhouse, King street, Toronto. Severing his connection with this firm, he entered the employ of R. Simpson, Yonge street, where he remained for some time. In the year 1884, Mr. Mitchell secured a position as salesman in the carpet department of the firm of John Macdonald & Co. The



firm finding a great increase of business in this department, decided to send a special traveler to all the principal cities and towns in the Provinces of Ontario and Quebec, and Mr. Mitchell was selected as the proper man for the position. This selection has proved to be correct, for from season to season his sales increased, notwithstanding the fact that not only

Canadian houses, but American and British firms have tried their utmost to capture a portion of this trade. Mr. Mitchell, having the true stamp of an honest commercial man, and representing such a firm as the one he travels for at the present time, commands the confidence and respect of the merchants with whom he comes in contact. Moreover, Mr. Mitchell under-

stands his business thoroughly, and such an understanding is always a sure foundation for a successful career.

Wm. Stark Rough was born in the city of Montreal, Que., on the first day of September, 1855. He entered the dry goods business as a boy in the entering desk of one of the wholesale firms in Toronto, in which firm he remained for about ten years, and was advanced very rapidly. For the past ten years Mr. Rough, familiarly known as "Billy," has been in the employ of John Macdonald & Co., and for the greater part of that time representing them as traveler in the Territories and Manitoba. The territory that he travels is of considerable extent, running from Port Arthur along the main line of the C. P. R. to Calgary, 1,270 miles; also the Edmonton branch, 247 miles, north of Regina, Manitoba and all branch lines.



Mr. Rough was the first eastern dry goods traveler who took a trip through as far west as Calgary with samples. Before the railway was extended in Southern Manitoba he did a great deal of driving with horse and wagon, and Herculean pioneer work in the dry goods trade over the great prairies of his native country. Mr. Rough is one of the best known and most popular travelers on the road.

Since 1892 M. Eugene Roy has represented John Macdonald & Co. in the Eastern Townships of Quebec. Mr. Roy was born in Quebec city in 1857, and has had a varied mercantile career, which began with an excellent commercial education. He was first with Jos. Hamel & Bro. for five years, then with Z. Paquet for a year, and afterwards with D. Drolet for three years. In 1882 he went as traveler for P. Garneau, Son & Co., and has traveled in the Eastern Townships ever since. He is personally acquainted and highly esteemed by every merchant in that district.



P. F. Paton, a Scotchman, was educated in Edinburgh, received his business training in the wholesale dry goods establishment of Alexander Paton & Co., Glasgow, and then went to the United States of America, in 1881. For some time he was in the employ of Crosby & Hill, Wilmington, Del. After serving there for a short time he crossed the line to Canada, came to Toronto, and entered one of the wholesale houses, where he wrought for some time, and held the position of buyer and head of one of the departments in the house. Transferring himself to John Macdonald & Co.'s, he has been with this firm for six years, representing them as their regular traveler on the ground covered by the G.T.R. east to Napanee, and the Midland Railway north to Beaverton. Mr. Paton has a superior knowledge of dress goods, hosiery and gloves, having made these departments a thorough study.



The hardest days of the travelers so far as locomotion is concerned are past, but the days of close competition are to hand, so that all their life is not a blissful holiday as some people imagine. Their work is hard and sometimes aggravating, and they deserve the sympathy of their customers.

FALL 1894

Art

Draperies

Increasing Business

OWING to the increased demand for Art Draperies for decorating purposes, we have enlarged our premises so as to give a Special Department to this class of goods. We are now showing these lines in exclusive designs in Silk, Sateen, Silkaline, etc., suitable for fancy Curtains, Screens and Cushions.

BOULTER &

Wide Awake

Buyers should
not fail to see
above lines.

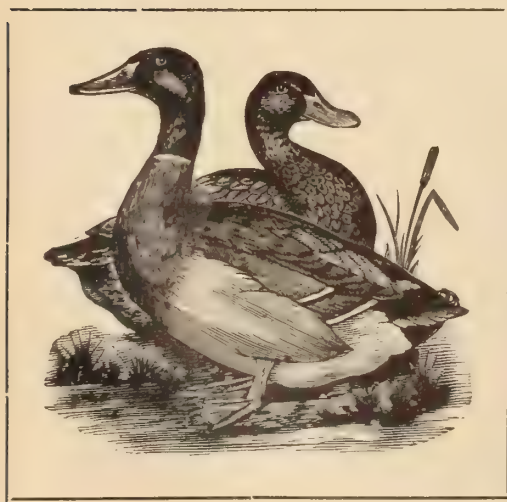
STEWART

30 Wellington St. East, TORONTO

The Toronto Feather & Down Co.

LIMITED

74 King Street West - - TORONTO



Manufacture all kinds of
Down Goods, such as

Comforters
Fancy Cushions
Cosies, Etc.

Also Household Pillows in all grades
and Feathers in bulk.

**All Goods
Guaranteed**

SAMPLES can be seen at their
FACTORY, or during the
openings at WAREHOUSES of

Boulter & Stewart

No. 30 Wellington St. East

TORONTO, ONT.

CIRCULATING CIRCULARS.

BY NATHANIEL C. FOWLER, JR.

ALL men who circulate circulars are not fools, but every fool circulates circulars.

The centre of all advertising is the regular advertisement in the regular periodical.

The men who have built up business without the use of periodical advertising can be counted on the fingers of one hand exclusive of the thumb.

It is safer to follow the rule of success than the law of exception.

Because one man by peculiarly constructed ability, coupled with unusual luck and an almost unconscious grasping of opportunities, has made success along any particular line, does not prove that you and I and others can duplicate his success.

There are certain fundamental principles of debit and credit, of buying and selling, of store management, of regulation of prices, and of advertising, and he who would be successful must follow standard rules more than run in the road of any unproven-to-be-successful originality.

There is as much danger in over-originality as in under-originality.

Brains may be but varnish thick.

That which looks well on the outside may be rotten on the inside.

Fundamental principles owe their origin to the trunk, not to the bark of the tree.

Without the healthy inside the outside can only look healthy, and is not likely to look so long.

The cheaper class of merchants and others who depend entirely upon transient trade, and whose success is even more transient than their business, generally adopt the flyer or circular as the bringer-in of trade.

They do so because the first cost is less than that of the newspaper advertisement, and because they imagine that by controlling the circulation of their own individual medium they reach the people as they want to reach them.

They simply fool themselves.

Do not think I believe there is no value in the dodger, the flyer, and the circular, because there is.

Every product of the printing press can be used to advantage.

The forceps that are all right for pulling teeth, may not be suited for the unscrewing of a nut on a carriage axle.

In the adaption of the method is the success of it.

The flyer which is distributed from house to house is worth a little less than the cost of the white paper, unless such flyer is inclosed in an envelope, personally directed, and delivered by a trustworthy carrier.

Millions of dollars have been thrown away in the production and distribution of circulars, some of them printed in gilt upon coated paper, when the same amount of money expended in the newspaper advertisement would have brought permanent as well as transient business.

Wholesalers, and the majority of retailers, are obliged to issue descriptive catalogues and price lists, but to these I am not referring.

I simply have reference to the so-called dodger, or flyer, which is distributed upon the street, or thrown upon the door-steps.

A circus can use flyers to advantage, for everybody is interested in a circus, principally because it comes but once a year, and the mere mention of a circus attracts attention; but the success of a circus is of a transient sort—transient in each particular town.

If the business man is going to carry his goods in a cart, and can burn enough red fire around the cart to make himself as prominent as a Barnum, then he can use circulars and exaggerated statements to advantage, but the majority of business men prefer to stay in the same store, on the same street, as long as they can.

Ninety-nine per cent. of the flyers contain from one to twenty-five times too much matter.

Does the merchant ever read circulars of other concerns?

Does his wife pay any attention to the bills handed her at the door?

If he doesn't notice other people's circulars, if his wife pays no attention to them, why should he expect others to read his circulars?

Because a circular reads well to the merchant, to his wife, and to his doctor and minister, is no reason that the circular will read well to those to whom it is sent.

The question is, will the people who can be made to become buyers read the circular?

If they will, send them out, send out a million, send out any number, but don't send them out unless you are reasonably sure of returns, and even then the circular advertisement, except for the cheapest stores on the cheapest streets in the cheapest towns, will never bring adequate returns.

The following presents in reduced form a conventional circular. It does not well illustrate it, because the space does not permit of sufficient matter, but the selection of type, and the crowding together of sentences are fairly correct, and no worse than in 90 per cent. of the circulars distributed in any town:

NOTICE.

The undersigned begs to announce that he has just received large shipments of hosiery, gloves, laces, dress goods, prints, pins, needles, neckwear, half-hose, braces, and all other things in the dry goods line. Good goods at low prices. Please give me a call.

JOHN SMITH,
44 Smith Ave.

In the first place, the word "notice" has no place in business economy. It is all right upon the announcements of railroads and express companies, but it never should be used in announcing any line of goods. The firm name at the bottom

W. & J. Sloane

SELLING AGENTS FOR



Moquette Rugs
Reeves' Oil Cloths, all grades
Imperial Smyrna Rugs
China and Japan Mattings
and Rugs . . .



Alex. Smith & Sons Carpet Co.

Savonneries, Gobelins, Axminsters, Moquettes.

Fernbrook Mills . . .

Extra Supers, Plain Fillings and Durries.

Amber Mills . . .

Extra Supers, Cotton Chains, Unions and Cottons,
Sevellan (16 pair fabric).

Star Mills . . .

Extra Supers, Stuyvesant Extras and Knickerbockers.

Broadway, Eighteenth and Nineteenth Sts.

CANADIAN OFFICE:

Merchants' Buildings, 50, 52, 54 BAY ST.
TORONTO

NEW YORK

Represented by

J. E. BINNS

*Have you
a
"silk safe"?*

This is just what
you need to protect
your valuable stock.

We make a line
especially for this
purpose.

J. & J. Taylor

Toronto
Safe
Works

Cable Address :
MENZE, Toronto

TELEPHONE 1564 Established 1878

Menzie, Turner & Co. WINDOW SHADES

Office, 24 Bay Street

Factory and Warehouse:
66, 68, 70, 72, 74, 76 & 78 Esplanade W.

TORONTO

.. SOMETHING NEW ..

Imperial Shadings

We respectfully call the attention of the trade to note that we are now manufacturing a new and superior quality of Window Shade Cloths by a new device just patented which we control the sole right to use in the Dominion of Canada. These goods we are offering at greatly reduced figures and are splendid value.

We also manufacture hand-painted Shade Goods of all Shades and Colors, and carry in stock a large and well-assorted variety of **LACES, FRINGES, CURTAIN POLES and TRIMMINGS** (both in brass and wood) of the very latest designs and finish.

SPECIAL ATTENTION GIVEN TO MAIL ORDERS

SEND FOR ILLUSTRATED COLOR BOOK AND SPECIAL PRICE LIST

is in type at least four times too large. The golden rule of advertising is to advertise the goods for sale—not the man who sells them. So many articles are offered that the merchant has produced a conglomeration which will not be read by anybody.

The following is calculated to present an effective circular. It has no heading, largely because the majority of circulars have headings :

I have 200 dozen of
the best stainless black
hosiery ever offered at
25 cents per pair. There
won't be any a week from
to-day.

JOHN SMITH,

44 Smith Ave , - - SMITHVILLE.

The above presents a clear, definite statement—one that will be read and appreciated.

A REVELATION OF THE SENATE TARIFF.

A revelation is in store for the people if the Senate's tariff bill becomes law, says the New York Herald. No part of it, not even its sugar schedule, will create greater disappointment and disgust than its schedule of high "protective" duties on woolens and woolen clothing.

By the existing McKinley law manufacturers have to pay heavy duties on all raw wools. In 1892 and 1893 they paid 47.23 per cent. ad valorem on scoured wools, 50.78 per cent. on unscoured, and 85.22 per cent. on sorted wools, and in some cases 100 per cent. The general average duty on raw wools was 58.80 per cent. The average duty on manufactures of woolen goods and clothing in 1892 and 1893 was 97.18 per cent. The average "protection" accorded by the McKinley law to manufacturers is, of course, the difference between these two averages—i.e., 38.38 per cent.

The Senate bill releases the manufacturer from every tax on raw wools, and then gives him also a maximum "protective" duty of 50 per cent. ad valorem and an average "protection" of 33.60 per cent. In other words, the Senate rates give but little less "protection" than the McKinley rates. The difference is only four or five per cent., and in practice it may be less.

To make seventy million people pay from 30 to 50 per cent. extra on blankets, carpets, woolen goods and wool clothing simply that manufacturers may reap a golden harvest is a monstrous and wasteful piece of socialistic or class legislation. It will saddle the nation with an expense exceeding by at least two hundred million dollars all the revenue the government can derive from the tax. The House ought to insist on moderate woolen duties, and on appending to the bill a sliding scale lowering all duties to a simple revenue basis by 1896.

A NEW INDUSTRY.

NECKWEAR worn in Canada is to a large extent made in foreign countries—that is, from \$300,000 to \$500,000 worth is imported every year.

Several gentlemen of capital at Niagara Falls have come to the conclusion that it is not right to allow such a quantity of goods to be sent into the market made by foreigners, and to stop it, a company has been formed by these gentlemen, and associated with them is one of the foremost neckwear men in the United States—Chas. H. Banta, formerly with Wilson Bros., of Chicago. The concern will be known as the Niagara Neckwear Company, in conjunction with the Dominion Suspender Co., that is, the Dominion Suspender Company will handle all their output through their travelers and agents in Canada. These productions will be the very latest American styles—not the ancient year or two behind English that are sold by the importing houses ; neither will orders require to be placed six months ahead as now, but a retail merchant can purchase as he requires, at any time and any style, same as he now buys his suspenders.

The Niagara Co. will not be in full operation and samples in all their travelers' hands, much before January, for the spring trade. A few of the travelers will have them about September 1st. The European silk markets will be visited frequently by the buyer. The quality of their productions will be the popular prices, 25 cts., 50 cts., and 75 cts. Large and illustrated advertisements will appear in this journal in the near future.

THE CREDIT MAN'S DILEMMA.

“TO sell or not to sell?

That is the question.

Whether it is better to send the goods
And take the risk of doubtful payment,
Or to make sure of what is in possession,
And, by declining, hold them.
To sell ; to ship ; perchance to lose—
Aye, there's the rub !
For when the goods are gone,
What charm can win them back
From slippery debtors ?
Will the bill be paid when due ?
Or will the time stretch out till the crack of doom ?
What of assignments ? What of relatives ?
What of uncles, aunts and mothers-in-law,
With claims for borrowed money ?
What of exemptions, bills of sale and the compromise
That coolly offers a shilling a pound ?
And of lawyer's fees
That eat up even this small pittance ?
Yet sell we must,
And some we'll trust.
We seek the just ;
For wealth we lust ;
By some we're cursed ;
And stocks will rust ;
But we skip the wust—
Or we'd surely bust.”

Any man can sell goods, but it takes a darn smart man to make money by it.

MANUFACTURERS OF . . .

**CLAYTON & SONS***— HALIFAX, N. S.*

We have between two and three thousand
Boys' Suits on hand ready for delivery.

.. PRICES ..**95c., \$1.00, \$1.15**SEND FOR SAMPLES *—*

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St. Catharines
ONTARIO

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool. . . .

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

. . . Emblematic Designs a Specialty.

Will call or forward samples on application.

JAMES H. ETHERINGTON
PROPRIETOR

St. Catharines

FOREIGN MARKETS.

ACCORDING to information gleaned from exchanges, foreign markets have aspects as indicated in this article.

HOSIERY.

The demand for merino and cashmere hosiery falls below the possible production in Nottingham and Leicester. The upward movement in wool may stimulate the demand.

LACES IN EUROPE.

Bourdons are quiet at Calais, except low grades at low prices. Chantilly is still very quiet, and so is Soie D'Irlande. Low Valenciennes are well inquired for; voilettes are very quiet; white cotton entre-deux is reviving.

COTTON CLOTH.

At Manchester raw cotton is weak and so are yarns. Cloths are lower than the lowest price of 1892, when cotton was a half penny per lb. lower than at present. Looms are being stopped everywhere until the market picks up.

FLAX AND JUTE.

Flax is dull and finding no buyers at reduced prices. Jute is being sold only in small quantities at weak prices. The Indian crop prospects continue favorable.

LONDON WOOL SALES.

Messrs. H. Schwartze & Co., report as under, on 25th July 1894: The fourth series of London sales of Colonial wool, which commenced on the 3rd inst., closed to-day, the following quantities having been catalogued:

	Bales.
Sydney.....	48,887
Queensland.....	17,476
Port Phillip.....	37,363
Adelaide.....	12,333
Tasmania.....	9,473
Swan River.....	4,899
New Zealand.....	93,531
Cape	13,534
Total.....	237,496

The net total available amounted to 295,000 bales. Of these 217,000 bales have been sold, 101,000 bales for home consumption, 115,000 bales to the continent, and 1,000 bales to America, leaving 78,000 bales to be carried forward to next series. In their final result these sales show but a slight improvement upon former values. At the outset the tone was good. The American tariff bill seemed to have a fair chance of passing; business at the trade centres was better, both here and on the continent, and from France especially there was a distinctly good demand. Under these circumstances merino wools opened with an advance ranging from $2\frac{1}{2}$ to $7\frac{1}{2}$ per cent. and crossbreds with one of from par to 5 per cent. on May values. The rise became indeed slightly accentuated in the second week, but there was never much power behind the movement, and on the French demand subsiding and the fate of the tariff bill becoming doubtful again, the tone grew weaker and part of the ground gained was lost. Still, comparing present closing rates with those of the preceding series, the market taken all round remains rather higher, say from par to 5 per cent. on the average. The fifth series will begin on Tuesday, the 18th September, all arrivals up to the opening day being

admitted. The following is an estimate of the net total available after deducting the transit goods and adding the old stock: Probable net total, 285,000 bales; available September series, 1893, 220,000 bales. The sixth series is to commence on the 22nd November, the list of entries being, however, closed on the 17th November. Bank rate 2 per cent.

THE MACCLESFIELD SILK TRADE.

We are pleased to report that there is continued improvement in the Macclesfield silk trade, as is plainly evidenced in the renewed signs of activity at the various mills and workshops in town. During the past few days some good orders have been received, both by silk throwsters and silk finishers. In consequence, the operatives are working rather longer hours.—Drapery World.

BRADFORD AND HUDDERSFIELD.

In Bradford, trade is very quiet, and will be until the United States tariff bill is settled. In Huddersfield the woollen trade is also quiet. From the Cape and from Canada business is better, but from the home market the demand is slight. Cotton-warp cashmeres are languishing at Bradford, and all-wool cashmeres leading. The trade in Italians is improving. The Drapers' Record says: "Mohair broche jacquards are, perhaps, selling as well as anything for the general trade, and some very pretty new styles in design have recently been added to the previously largely varied assortment. Some I have seen with a wavy cross-over effect introduced, struck me as being particularly handsome. I hear also that a leading firm of manufacturers here, who make the production of all-wool crepon goods a specialty, are doing well with some of their latest introductions."

EXPORTS OF THE CLYDE.

The following is the statement of the exports of cotton, linen, and sewing machines from the Clyde for the week ending July 21: Cotton, £47,815; same week last year, £66,137; decrease, £18,322. Linen, £20,947; same week last year, £14,677; increase, £6,270. Sewing machines, £8,645; same week last year, £9,162; decrease, £717.

For the first six months of the years 1893 and 1894 the cotton exports show an increase for the period of £221,382. The total cotton exports for this period are the greatest for the same period since 1890, when the total was exceeded by £149,419. The linen exports for the first six months are less than for the first six months of 1893 by £268,998, and £110,044 less than the average of the last five years' totals for the first six months.

THE BELFAST LINEN TRADE.

The Irish correspondent of the Drapery World says: "Although no great increase in the volume of business transacted in the linen trade this week can be recorded, yet the tone of the market throughout has been very steady. Just now business rules quiet all over, but it is satisfactory to note that this temporary quietness is no worse than that generally experienced at this season of the year. The ultimate result of the tariff bill, and the uneasiness which the delay has caused in our market, is exercising a very injurious effect upon trade. Buyers on the other side have been holding off for some months in anticipation of something definite being settled regarding the duty; but, as their expectations have not been fully realized, they have been compelled to place small parcels as they go along in order to satisfy their present requirements. I need hardly point out that this mode of procedure is beneficial neither to the buyer nor seller, and, as a rule, never proves satisfactory."



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and see
our . . .

EXHIBIT . . .

AT TORONTO'S



Industrial
Fair . . .

SEPTEMBER

3rd to 15th.

Toronto
Carpet
Manufacturing Co.

LIMITED.

CARPET TRADE IN THE STATES.

THE American Carpet Trade, speaking of the United States carpet trade, says: "From interviews had with the leading manufacturers and jobbers in carpets there is not the slightest question but that the present lethargy in business results almost wholly from the indecision of Congress on the tariff question. Carpets are very much needed the country over, but the large buyers dare not close their contracts until it is seen just what bill the President will have to sign. A representative of the Roxbury Carpet Co. stated the past week that they had very large and valuable orders ready to be placed with them the moment that the tariff question was settled, but that their old and most valued customers were for the present reluctant about making contracts. Other mills confirm this statement, and we might say that these fears have been governing the trade for some time, but they are especially operative just now when it would seem carpets would sell whatever the contingencies might be. The reports of the returning roadmen are somewhat variable, but one thing is pretty certain that very little business has been done at many points. To say that the industrial troubles around Chicago and at other points west and south have affected business terribly, is to state an obvious truth.

The mills and jobbers are by no means eager to sell their goods to these centres of disturbance, and the local dealers who have their credit in mind have not cared to order much of anything from the roadmen who have called on them.

Taking the month of July as a whole, we may say it has been a phenomenally quiet month, though it is naturally not a period when much floor trade or mail business is done.

CARPET NOTES.

SPEAKING about carpet patterns, a well-known manufacturer said: "Designers and writers on design steadily ignore the fact that in a carpet form is only a secondary matter as compared with color. This is partly because graceful forms can only be approximately expressed, and in coarse fabrics can merely be suggested, and partly because in actual use the drawing is always seen distorted by foreshortening and broken up by furniture. To illustrate the point that color is more important than design, it may be said that frequently an effect of color is decided upon before there is any thought of a design to carry it, simply by picking up tufts of colored yarn, as one might gather flowers, and arranging them into combinations, subject to a certain dominant scheme. When this is done, a design is drawn with the sole object of displaying these effects. In fact, design is only a scaffolding for the construction of the real edifice. I am disposed to say that in many cases form is of no more importance in a carpet than in a sunset."

* *

Mr. Dewar, carpet buyer for John Macdonald & Co., has gone to foreign markets to make his purchases for next spring's trade.

* *

Ingenious are the methods adopted to secure remarkable designs. One of the cleverest was operated last year at the "Fair." A magnificent oriental rug filled a manufacturer with envy and longing; he assumed an air of easy curiosity and inquired the price. The wily owner demanded \$1,800, without in any way cooling the ardor of the would-be purchaser. Succeeding visits and inspections only increased desire to obtain the rug, as each expert passed a favorable opinion on it.

Finally the owner, when again asked the price, with true oriental obliviousness, over-reached himself by demanding \$2,100. This phased the manufacturer, who departed sorrowfully, only to be haunted by day and night dreams of this precious rug. Seeing his despair and refusal to be comforted, one of his expert friends suggested a little trick. The result was another visit to the avaricious rug owner, who, sure of his prey, displayed the textile treasure in every light and position, while the wicked manufacturer and his accomplices pressed, time after time, the buttons of their "fiend Kodaks." To-day that design is tempting artistic buyers in a beautiful fabric fresh from the loom.

* *

Queen Victoria will shortly be the possessor of one of the most remarkable articles ever made in prison. The superintendent of the gaol, Agra, India, some months back received an order to weave a carpet of special design for Her Majesty. This is now complete. On it twenty-eight of the deftest convicts of the establishment have been engaged, and the texture measures 77 x 40 feet, and is estimated to contain no fewer than 59,000,000 stitches. The pattern, known as the Poona, is rarely met with. It has a dark ground, upon which the device and border are executed in delicate shades of vegetable dyed blues, yellows, browns and greens. The carpet, which is of great value, will be used in Her Majesty's Indian room at Osborne. The Agra gaol convicts are also making a carpet for the German Emperor.

* *

On page 48 W. & J. Sloane, New York, Canadian offices, Merchants' Building, 50, 52, 54 Bay street, Toronto, represented by J. E. Binns, present in a concise but effective style the numerous and strong attractions they offer to carpet buyers for the spring trade. First of course in their big list of offerings is the popular line of the Alex. Smith & Sons' Carpet Company, comprising Savourniers, Gobelins, Axminster and Moquette carpets, in an immense range of new patterns. In ingrain carpets they show complete lines of the Fernbrook, Amber and Star Mills Ingrain, in extra supers, cotton chains, unions and cottons, embracing a big variety of new and beautiful effects. Being the largest importers in the United States of China and Japan matings, they show an immense range of styles and grades in this popular floor covering. Altogether their offerings for the spring trade are the most comprehensive and attractive they have ever made.

* *

Mr. Etherington, of St. Catharines, has just returned from a trip to Philadelphia, where he has been purchasing patterns and colorings for next spring's samples. These will be in the hands of travelers about September 1st; and their range will be better than ever. A new shearing machine has been added so as to keep the finish of the carpets turned out from this firm up to the times.

* *

The spring trade of the Bissell Carpet Sweeper Co. has been remarkably good considering the general dulness of business. But the Bissell Co. is one of the firms who keep things moving, and it is reasonable to suppose their Vermillion Wood Scheme has given an impetus to their trade.

In addition to the representatives of the Bissell Carpet Sweeper Co., published in our June issue, the following gentlemen will look after the company's interests in the territories mentioned: J. Herbert Porter, for the Eastern Canadian Provinces, and H. A. Driscoll & Co. for the Western Canadian Provinces.—Carpet Trade.



1/4 size fac-simile of package.

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THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.
When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

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The goods that will give you the best value for the
money. Do this in every line, but more especially in
such goods as Men's, Boys' and Youths'

BRACES

This you can do by purchasing from C. N. Vroom, St.
Stephen, New Brunswick. His goods are made with the
greatest care as to quality of material and workmanship.
When you buy as here indicated you will have something
that will

SELL.

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Huddersfield
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World Wide Popularity

The Delicious Perfume.

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EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
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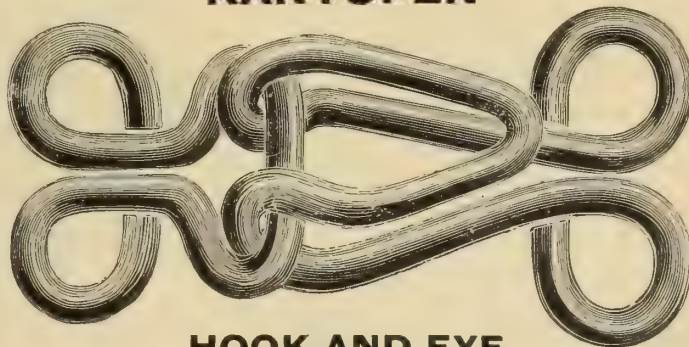
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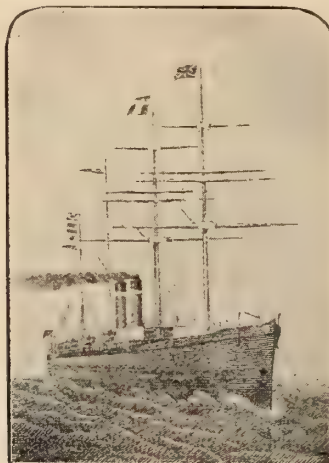
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PARISIAN	Sept. 1.	Sept. 2
MONGOLIAN	" 8.	" 9
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And weekly thereafter.

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam. Steamers are despatched from Montreal at daylight on the day of sailing, and sail from Quebec at 9 a.m. on Sundays. Steamers with a * will not stop at Quebec, Rimouski, or Londonderry. **RATES OF PASSAGE:**—Cabin, \$45 and upwards, according to location of Stateroom and number of persons occupying same; all having equal privileges elsewhere. Second Cabin, \$30 single, \$60 return. Steerage to Liverpool, London, Glasgow, Belfast, or Londonderry, at lowest rates. Steerage passengers are provided with bedding and every requisite for the voyage without extra charge.

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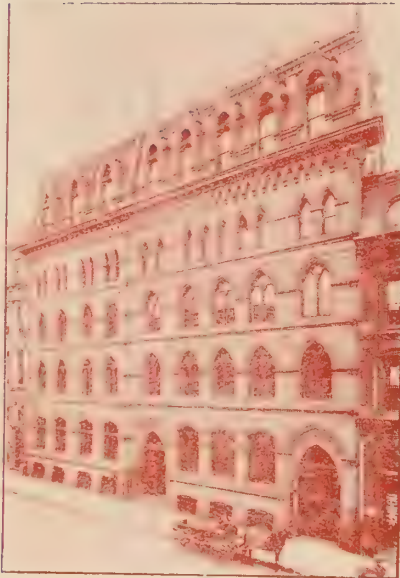
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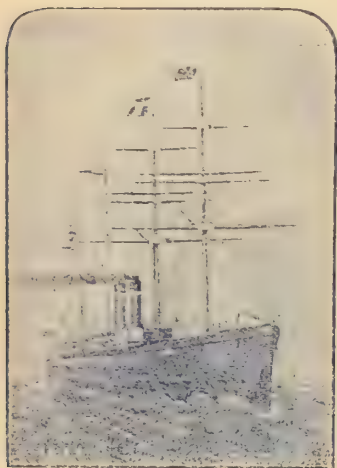
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*LAURENTIAN ..	Sep. 15 ..	
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Etc., Etc.

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WOOLS.

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B.B.
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

BEE HIVE
SOFT KNITTING
52

BEE HIVE
FINGERING
4 PLY 52

BEE HIVE
FINGERING
3 PLY 51

BB

BEE HIVE WOOLS

J. & J. BALDWIN.
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SCOTCH FINGERING
PETTICOAT FINGERING
MERINO FINGERING
MERINO
ANDALUSIAN
PYRENEES
SHETLAND
& VEST
WOOLS

BEE HIVE
BERLIN FINGERING
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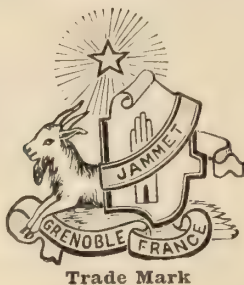
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NO OLD STOCK CARRIED.

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Tans and Browns
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Blacks

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We can offer exceptional values, and invite the correspondence of the trade. This serge is "par excellence" the thing for summer and winter wear, and is guaranteed to stand soda or sea water.

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And other Fall goods now in stock,

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Lister's SILK SEALS,

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A Familiar Household Word

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A Big DifferenceIn politics, the great, the indispensable,
the clever thing is to conceal all you can.

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ONTARIOWe make **UNIONS**
in six grades.Fine Wools, 3 ply Wools,
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MANUFACTURERS OF

Ingrain Carpets*Our Samples* are in the hands of our
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Will call or forward samples on application.

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Caldecott, Burton & Spence

The genuine improvement in business which is felt in the United States is manifesting itself in Canada and buyers are placing orders with greater confidence, feeling that the "Turn of the Tide" is at hand. Sharing this confidence our **Preparations** for the trade for the **Fall Season** are very complete in all departments of the House.

We are offering a number of
POPULAR LEADERS in

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PARTICULARLY IN

Wool Serges Wool Estamines
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We are showing a splendid collection of

Trimmings *In Jets, Gimps, Furs and Braids*

To match Dress Materials.

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Our range covers
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IN EVERY COLOR

BUYERS AND ORDERS RECEIVE PROMPT ATTENTION

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TORONTO



TORONTO

A great
Improvement
In the demand for
Heavy Goods
Smallwares
Men's Wear
and Woolens

W. R. Brock & Co.



Judging from Repeat Orders already to hand
we are pleased to know that our effort in

DRESS GOODS

for Fall and Winter, is appreciated

By the Trade

Special attention given to letter orders
during the month of September.

We ask our friends in the trade
to give this department a trial.

W. R. Brock & Co.

TORONTO



TORONTO

CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, SEPTEMBER, 1894.

No. 9.

**THE J. B. McLEAN PUBLISHING CO.,
LIMITED.**

Trade Journal Publishers,

AND

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

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HONEST DEALINGS.

SHORTSIGHTED indeed is the man who lives only for the present. That man who is truly great in this world's wisdom builds more for the future than for the present. The present is the hey-day of life for most merchants. The future, when the ambitions and energies of life are nigh exhausted, is when the comforts of life and the respect of one's fellow men are sweet morsels to roll under the tongue.

The wholesaler who sells his goods under a garb of deceit and by means more foul than fair, succeeds in the present, but fails in the future. This was exemplified in the case of a wholesale firm in Toronto a few years ago. They deceived their customers, misrepresented their goods and made money. Their customers after a time found them out, withdrew their patronage and after two or three bad years the firm failed. Such an example does not deter others from following the same practices, but the end is ruin.

It is the same way with the retailer. If he wishes only a transient success, he need not be scrupulous in his methods. If however, he wishes a success which will remain with him during the whole of his existence, and which he can bequeath as a pearl of great price to his successors, he must found it on the principles of honest, fair, and just dealing. To deceive a customer con-

cerning the quality of goods, or to take a higher than market price by misrepresentation is nothing more or less than sneak-thieving. It is not profitable in the ultimate result, nor honorable in the immediate action.

"An honest man is the noblest work of God," and Canada needs honest business men to save her from the dishonest politicians who are breeding in the vile atmosphere of American politics. The place-hunter, the professional politician, the boodler, and the organizer, have their hands in the public purse, and their dishonest methods, if unchecked, will become rampant throughout all parts of Canada's social structure. Her business men have a fair reputation for integrity and fair dealing, and this is an escutcheon which should be kept bright and polished in the face of a critical and admiring world.

LABOR DAY.

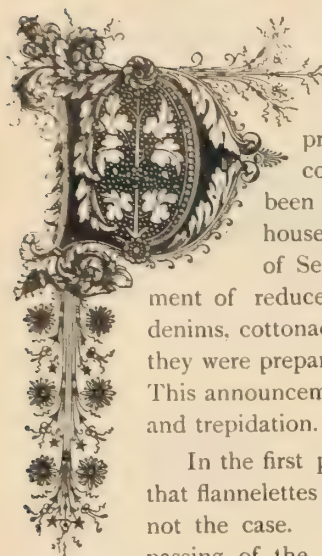
Labor day has been celebrated for the first time in Canada, and its significance is important. It shows clearly that in all national movements the labor element is, in future, a consideration. This is well. It is the equilibrium of safety which is produced when all the national forces counteract one another. It also shows clearly that labor is not undignified, but is worthy of respect on account of its dignity.

Toronto and Montreal have now a chance to take advantage of this day. By holding their annual Expositions so that the first Monday in September would be the second Monday of their fairs, they could attract large crowds to these cities on those days. This would perhaps necessitate the working of street car employees and retail clerks on that day, but these could have a holiday on a different date.

The result of this would be the elevation of the tastes of the masses, and an education of the laborer which would redound to the country's benefit. Show the laborer that he can be cultured and educated, and still pursue a calling which though not the highest, is yet the most honest, convince him of the compatibility of these two features of life, and bitter feelings will be removed from the hearts of those who under very adverse circumstances come to hate capital, government and the social structure.

Moreover the effect on business would be beneficial. According as the laborer's tastes are elevated, so must rise the quality of the goods which he purchases. His bare floors must be carpeted, his windows curtained, his furniture covered, his walls papered, his bookcase replenished, and his wardrobe enlarged. Arouse his ambition along this line, and business will be surprisingly enlarged.

COLORED COTTONS DECLINE.



DURING the past week the trade has been in a turmoil and a state of trepidation with regard to the price of colored cottons, and as a consequence sales by jobbers have been almost nil. A certain wholesale house in Toronto came out on the 1st of September with a flaring advertisement of reduced prices on "checked shirtings, denims, cottonades and flannelettes," and declared they were prepared to give astounding quotations. This announcement was what created the turmoil and trepidation.

In the first place, the announcement implied that flannelettes were further reduced, which was not the case. They were reduced just after the passing of the new Canadian tariff bill, and have remained steady ever since.

In the second place, the announcement was made in the daily papers, which went into the hands of consumers, and retailers were thus placed at a disadvantage. Their customers were informed of declines in prices months before they could receive these reductions. Hence retail trade in these lines has stagnated. Had the announcement been made in a trade paper, it would have fallen only into the hands of the trade, and its effect would have been much less disastrous. The common sense in these arguments will be an effectual answer to any person who might possibly say that this paragraph spoke one word for the retailer and two for the trade journal.

In the third place, this announcement was made in language so bold that it was misleading.

As everybody knows, there is a combine in Canada on cotton goods, and prices are not regulated by the cost of production, but by other sets of circumstances, which include: The protective duty levied on competing goods by the Canadian Government, and also the prices prevailing in countries which manufacture cotton goods similar to those put on the Canadian market by domestic manufacturers.

Proofs of this were seen when the prices of greys dropped after the readjustment of the Canadian tariff in March. About April 1st the price of unbleached cottons dropped from seven to ten per cent., because the duty was lowered from one cent per square yard and 15 per cent. to $22\frac{1}{2}$ per cent. At the same time a reduction of the duty on bleached from one cent per square yard and 15 per cent. to 25 per cent., caused an average reduction in mill prices of seven per cent. These changes were pointed out in the April issue of this journal. At the same time it was pointed out that the prices of colored goods had "not changed much as yet," thus showing that a change was expected. Flannelettes dropped considerably, as has been mentioned, and linings were also lowered about 5 per cent., although on one line it was $12\frac{1}{2}$ per cent. These examples show that prices are subject to the tariff levies, and do not necessarily conform to cost of production.

Now, as to the second contention that the prices are influenced by the prices prevailing in the countries who have similar goods for sale, the present decline in colored goods is offered as an example. The lowering of the Canadian duty would lead to an expectation for a decline. But this reduction

cannot wholly explain a decline running as much as 18 per cent. The fact was that cotton goods in the United States were at panic prices. The demand was not equal to the supply and prices went down to cost limits—perhaps went below it in some cases. Then the foreign market began to be worked, and Canada received her share of attention. Cottons were being offered in clearances to Canadian jobbers at 10 per cent. less than even the low prices in the States. The natural consequence was that the Colored Cotton Company, in order to prevent jobbers loading up for spring with United States jobs and clearances, dropped the prices of denims, shirtings and cottonades.

In proof of this assertion as to low prices in the United States, Dun's Review, of September 1st, says: "A comparison of standard articles elsewhere given shows a decline in price averaging 17 per cent. since last year, and 24 per cent. since 1892, the reduction in some important fabrics being 33 per cent."

Still prices in the United States are advancing. Print cloths have gone up a quarter and low grades of bleached cottons fully one-eighth. Otis checks and Excelsior checks and stripes are up one-quarter. With these advances staring them in the face, the Canadian Colored Cotton Co. might have held to their prices and avoided the disastrous break that has occurred. It may be that the lowering was decided upon before there was an appreciable change or hope of change in the United States market. If so, the circumstances must be simply regarded as exceedingly unfortunate.

A great many wholesalers in Toronto are of the opinion that did the colored cotton manufacturers of Canada commence to introduce new styles and patterns they would have considerably less difficulty in unloading their stock. They are still making patterns that had their origin in the infancy of the industry. In fact, one wholesaler asserted that he sold a great many of the patterns when he first went into business in England in 1859. On the other hand one wholesaler said that he thought, on the whole, they had done fairly well. But he is in a hopeless minority in Toronto so far as this question is concerned.

Having thus seen the nature of the causes that affect prices of cotton goods in Canada, this recent change in prices must be considered more fully.

The change was intended at first to apply only to goods delivered December 1st and after, and the new quotations were made to jobbers with that view. But now it is likely that it will apply to all goods delivered after October 1st. No rebates will be allowed to the jobber by the Cotton Co., and hence it cannot be expected that the retailers will receive any from the jobber. The latter will lose enough on present stocks without giving any rebate on goods he has already sold and shipped. There is little doubt, however, that considerably closer prices can be obtained from now until October 1st. The competition among wholesalers is too keen to maintain prices until the last minute.

The decline varies from 5 to 20 per cent., and shows that either there was previously a large margin in these goods for the manufacturer, or that prices are now down to cost of production. This latter is undoubtedly true, and THE DRY GOODS REVIEW prophesies higher prices on colored and grey cottons before another year rolls around. This will be especially and vigorously true if the United States manufacturers get busy enough to have their hands fully occupied with the trade in their own country. The cotton companies here are virtually in

control of the trade in Canada so far as internal competition is concerned. As soon as foreign competition is removed they will put the price as high as they dare.

A line of goods that formerly sold at $8\frac{1}{2}$ cents at the mill is now sold at 7 cents, or a reduction of 18 per cent. Another line that cost $12\frac{1}{2}$ cents at the mills is now sold at $10\frac{1}{2}$ cents, and so on through the list.

In denims the reduction is very considerable, amounting on some lines from 15 to 18 per cent. In shirtings the reductions are not so large, and will average perhaps $7\frac{1}{2}$ per cent., being 10 per cent. in some cases. In cottonades the reduction is very considerable and runs all the way from 5 to 10 per cent.

At these reduced prices, retailers need have no hesitation in placing heavy orders. Prices are bound to go up again as soon as the U. S. prices stiffen. This process has already begun, two or three well-known brands of grey cottons having advanced from $7\frac{1}{2}$ to 10 per cent. at the United States mills.

MONTREAL'S OPINION OF THE DECLINE.

With regard to the drop in colored cottons various reasons, which seem logical enough in the opinion of Montreal dealers, combined to produce the decline. The consensus of opinion seems to be that the change in the tariff from a partly specific to a purely ad valorem one was the main reason. The English market also was much lower during the summer, several large lines being offered in Manchester, and the same tendency, only more accentuated, was to note in the New England market. All these facts naturally conduced to lower prices. Speaking of the matter a large wholesaler said: "Why, after the change in the duty the mill basis on cottonades was reduced from 30c. per lb. to 28c. per lb.; we got flannelettes at $4\frac{1}{2}$ c. which cost us $4\frac{3}{4}$ c. per lb. previous to the change, and it was the same all down the list, denims being reduced also, which in my opinion goes to show that the change made by Mr. Foster is the main reason that consumers are getting cheaper cotton goods to-day."

In this opinion all the others spoken to coincided.

A CONVERT TO CASH RETAILING.

ANOTHER convert to cash retailing is J. A. Hunter, of Durham, Ont. This gentleman does a large retail business, and seems to have a hankering after improved methods of doing business. In fact, one would judge that he hasn't the slightest idea of allowing himself to be encrusted in the shell of conservatism or entangled in the cobwebs of inertness.

It requires considerable boldness to say to customers who have paid you hundreds of dollars every year, and who dealt, perhaps, with your father before you, that you cannot allow them to run any further accounts. Still, the people generally are coming to realize that the merchant cannot do business on small profits if there is a risk of considerable losses. To start cash retailing requires less boldness now than it did five years ago.

Mr. Hunter has adopted some other ideas which are very good. Among these is a determination to quote prices in his advertisement in the local weekly. This is an excellent plan if judiciously and persistently followed up. All the leading retail stores in Canada and the United States follow this plan. Take any New York daily, any Toronto or Montreal daily, and in it will be found columns of advertisements filled with short

descriptions of certain lines, and with the price mentioned in every case. The retailers are getting ahead of the wholesalers in this respect. The latter still stick to the old fossilized advertisements, which are composed mainly of puff and wind. There is not a speck of information in them, and they are a dead-weight to the paper that is driven by its monetary necessities to accept them. Half the advertisements that "don't pay" are advertisements that say nothing in a round-about way.

Success to Mr. Hunter.

CIRCULARS AND HANDBILLS.

A READER writes asking for THE REVIEW's opinion on circulars and handbills. These views are not new, but the convictions expressed are ever deepening.

Handbills on Saturdays and show days are just so much money thrown away. No farmer has time to stop, adjust his "specs," and worry through a long handbill about goods that he perhaps knows nothing, and cares less. He may read the advertisements in his weekly paper, as he sits by the fireplace and smokes his pipe, but if he does not, he certainly will not read a handbill thrust upon him at a time when he either has settled on what he wants, or is simply in pursuit of pleasure. If these arguments will not convince you, go out and watch the length of time ninety-nine out of every hundred will bestow on a handbill distributed at a country fair.

As for circulars, they are useful as supplementary to newspaper advertising on special occasions. Suppose a merchant is going to have a millinery opening, an artistic circular full of information gleaned from the columns of THE DRY GOODS REVIEW and from the pages of the merchant's experience will be a great help. It should always be addressed Mrs. or Miss, never Mr. Circulars are good occasionally when there is something very special. Too many circulars is worse than too few. The circulars must be pithy and pointed, and anything like verbosity or shallowness must be avoided. Say what you have to say and quit.

JULY IMPORTS.

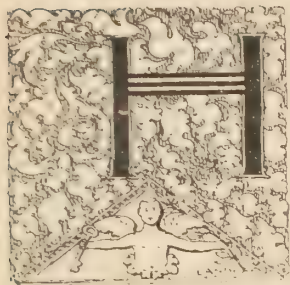
THE figures of the July imports have been gazetted, and show a considerable decline in some items, yet a very small decline on the whole.

	1894.	1893.
Cottons	\$249,169 00	\$306,395 00
Fancy goods and embroideries.	115,943 00	119,568 00
Furs, manufactures of.....	37,869 00	117,032 00
Hats, caps and bonnets	69,764 00	46,362 00
Silks, manufactures of.....	252,756 00	303,282 00
Woolen manufactures.....	873,228 00	1,154,483 00
Free goods.....	\$4,291,907 00	\$4,903,477 00
Dutiable goods.....	4,574,610 00	5,672,867 00
Coin and bullion.....	1,191,709 00	116,293 00
Total.....	\$10,058,226 00	\$10,692,637 00

For the month the falling off on all imports is \$634,411, or a decline of $6\frac{1}{3}$ per cent. The decline in cottons, woollens, silks, etc., was very considerable. The whole was due to a very conservative tendency among importers, which has since been somewhat eliminated.

THE QUESTION OF TERMS AGAIN.

IMPORTANT CONFERENCES IN TORONTO AND MONTREAL — NO AGREEMENT ARRIVED AT — GOOD PROSPECTS FOR SHORTER TERMS ON ALL CANADIAN STAPLES.



HOWEVER great a contemplated reform may be, however plausible the arguments in its favor, however small the opposition to it, it necessarily takes a great deal of time, often years and years, to bring it about. But there is not the slightest doubt of ultimate success, if the reform is a worthy one, such as the "shortening of terms," over which there has been so much talk in the dry goods trade of this country.

This matter has come up again, and in a very peculiar way, with very peculiar results. Canadian prints have been sold during the past season without a profit to the manufacturer, without a profit to the jobber, and without a profit to the retailer. In fact, Canadian prints were a worry unto the trade. Finally, David Morrice, the head of the firm who control the sales of the product of the two great cotton companies of Canada, undertook to bring about a better state of affairs. He accordingly held conferences with the leading merchants in Toronto and Montreal. The Toronto conference was held on the afternoon of the 21st of August, in the office of D. Morrice, Sons & Co., Scott street. There were some nine wholesalers present, including all the leading houses.

The plan proposed was that a list should be adopted fixing the prices at which these domestic prints should be sold to the retailer, and from this list some 10 or 12½ per cent. discount was to be given to jobbers. This would ensure the latter a profit. The question of selling to such men as Eaton, Simpson, Walker, one man in Owen Sound, another in St. Catharines, and other retailers who were now buying direct from the mills, came up and was discussed but no decision arrived at. Then came up the question of terms. Should the goods be sold at four months from March 1st and Oct. 1st, with a cash discount of 5 per cent., 30 days, should the terms be 60 days net, or should they be three months with 3 per cent. cash discount? This was the great difficulty, and, with it unsettled, the meeting adjourned.

Mr. Morrice returned to Montreal and held further conferences with the wholesalers there, but no agreement has yet been arrived at.

It will be remembered that last January and February THE REVIEW published two articles on the question of terms and also interviews with the leading wholesalers on the matter. It was pointed out that the chairman of the dry goods section of the Toronto Board of Trade in his annual report deprecated the long dating ahead that was eating up wholesale profits and sustaining an evil system of doing a retail business on credit. This evil is just as obnoxious to-day as it was last January. Goods are being delivered now and dated November 1st, four months, by every wholesale dry goods house in Toronto, save one. They all profess to sell October 1st, four months, but to those of their retail customers that are used to bantering, they give an extra month. On July 1st goods began to go out of wholesale houses with October dating; some even with November dating. That is, credit is given for seven or even eight months.

In February, the opinions of some of the wholesalers were given. Mr. Greenshields was in favor of a general four months' dating, with three months, 3 per cent. on domestic cottons, and four months, 4 per cent. on domestic woollens. He was sure that if a general understanding could be arrived at on the matter, no one in the trade would object to a shortening of the existing long credits. J. P. Cleghorn was in favor of anything practicable in the way of shortening terms. Mr. Gault was sure 60 days was impracticable, but thought present terms too liberal altogether. Mr. Slessor thought the four months' strict was necessary, and acknowledged that his house had adopted 60 days on some domestics. W. R. Brock & Co. were not in favor of 60 days, but were in favor of a strict four months on imported goods and three months on domestics. J. Short McMaster was strongly in favor of shortening forward dealing, and of curtailing the extremely large cash discounts now allowed. Mr. Woods, of Gordon, Mackay & Co., was strongly in favor of 60 days nett on all Canadian staples, and a strict four months on imported goods.

Two non-committal interviews with Wyld, Grasett & Darling and John Macdonald & Co. were given. These firms have again been interviewed with regard to the prospects for a closer dealing on Canadian staples.

Mr. Wyld, of Wyld, Grasett & Darling, was still non-committal on the subject. He seemed, however, to think that shorter terms were advisable, if general. But he was not inclined to say he would be in favor of a three months' basis of credit for Canadian goods, so long as there was not a general agreement that such should prevail.

John Macdonald, of John Macdonald & Co., spoke freely on the subject. He said: "I am willing to go for shorter terms for all domestic stuffs, but not for shorter terms on any one line. If an agreement can be arrived at to sell all domestic staples on three months' credit, and 3 per cent., 30 days, or even 60 days nett, I am willing to give it my full support. It must apply, however, to all Canadian goods from the oilcloths and tweeds to all lines of cottons. To take a smaller discount on one line of staples, or to adopt shorter terms on one line, is useless. A man buys a bill amounting to, say, \$500, of which \$50 is that particular line on which the discount is only 3 per cent. When he comes to settle up, he will take the 5 per cent. off the whole \$500. You may charge the difference of 2 per cent. on \$50 to him in your ledger, but you will never get it without a fight which may cost good feelings. But I fail to see the wisdom of wholesalers selling domestic staples at profitless prices to men who import their foreign goods for themselves. These retailers are forced to buy their domestics from the wholesalers, and why should this labor be done without a profit?"

Speaking with Fred. Kennedy, of Samson, Kennedy & Co., he said that for a long time their practice had been to sell domestic staples on short dates, making price the inducement rather than dating. They are strongly in favor of the wholesale trade generally adopting a strict three months' credit on these lines, and would strongly support such an arrangement. They believed that terms and discounts should be so arranged

that the man who pays for his goods promptly and pays his debts in full, should have the advantage over the man who does neither of these things.

In view of all these declarations of policy, there seems to be no reason why there should not be a general agreement to sell domestic cottons and woollens at three months, April 1st or October 1st, or 3 per cent., 30 days. There are no obstacles in the way, except the mere routine one of getting the wholesalers together and having the matter settled. And when it is settled, it will be one of the grandest boons ever given for the general well-being of the Canadian dry goods trade.

Let it not be understood that only the men who have been mentioned in this article are in favor of shorter terms. There are many other jobbers who, THE REVIEW can confidently declare, are in favor of three months rather than four, and will be glad when those who have the power to change the custom will do so. But it is for the large houses to lead; those who do a smaller volume of business will be sure to follow suit.

One great objection to the close quotations and long terms given on domestic staples is that it causes the price of imported goods to come high. It is folly for retailers to think that wholesalers are doing business for their health or for glory. They are doing it because they are making a nice living, and you can safely bet your last dollar that so soon as they begin to lose money, they will get out of it. If they sell domestic goods at a price which leaves a margin too small to pay for the handling, they are going to make it up on imported goods and on lines that are not "marked." It is just as foolish for a retailer to imagine he is buying all his goods from a wholesaler at cost prices, as it is for a green country youth to imagine he can beat a peanut shell man at his own game. If wholesalers made an average of 10 per cent. on their domestics, they would sell their imported goods at closer prices. This would be a distinct benefit to both wholesaler and retailer.

Another serious objection to these long terms is that it keeps a number of men in business who are otherwise too weak to carry on a business of any kind. A retailer can get in goods in August and September, and he doesn't pay for them until February 4th, or March 4th, and if he buys carefully he can sell them all by that time and have his cash ready. That is, the man without capital has equal advantages with the man who has capital. When a bad season comes, the man without capital assigns and compromises, because he has nothing to lose. The man with capital is expected to stand his own losses. This is a case where the penniless merchant has a greater advantage. He has nothing to lose, and so long as he can make a decent living he is going to stick to the business.

A retailer remarked to the writer not long ago, when he was asked how it was that he could not get such good prices as in previous years, "Well, you know," said he, "that for every fool that dies in the trade, two spring up in his place." He intimated that the class of reckless price-slashing retailers was increasing yearly, and profits were decreasing at the same time. This crop of fools can be traced directly to the long terms given by the wholesalers. Easy credits is the cause which engenders them.

Another point which we have long maintained is that shorter terms to retail merchants would mean more cash retailing. Ask any wholesaler which he would advise, cash or credit retailing, and he will answer, "Absolute cash, by all means." Ask the retailer which is the better plan, and no matter how he runs his

own business, he will answer, "Absolute cash, by all means." Cash retailing would avoid many a disaster, many a compromise, many a downfall. Cash retailing would be far more prevalent if the terms of wholesalers' credits were less liberal. The time in which a retail merchant demands pay for his goods is always proportionate to the time in which he has to pay for them himself.

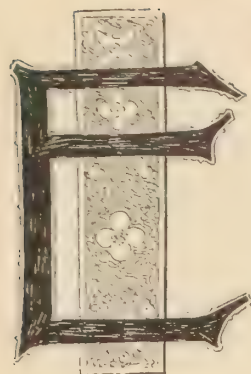
There never was a better time for the adoption of a three months' credit and a three per cent. cash discount on domestic staples. Every wholesale house in Toronto and Montreal is seemingly in favor of it, if the adoption of it could be made general. It only remains for the Boards of Trade to lead in the settling of the details. Toronto and Montreal wholesalers must work together, or the thing can never be accomplished. THE REVIEW is confident that no jealousies will be allowed to hinder the realization of this great reform.

There has been enough talk on this matter. All are agreed that it is a necessary change. Let the talk be displaced by action.

AS IT IS VIEWED IN MONTREAL.

THE DRY GOODS REVIEW had a chat with a number of Montreal wholesalers on this question of a uniform selling price for domestic prints. All of them declined positively to talk under their own names, though they discussed both subjects with considerable freedom. With regard to the first subject, the majority appeared to consider that it would have been a good thing for the trade had the different wholesale firms been able to agree on the basis of acceptance of the proposition made to them by the sales agents for the mills. The particulars of this proposition are now well known. It was to agree on a uniform basis of sale for all domestic prints, the mills to allow at the end of the year a discount of 10 per cent. on all low grade goods and certain medium navys, and a discount of 12½ per cent. on all the better qualities. This proposition was sent to all the big dry goods houses in Montreal as well as throughout the country. Meetings were held, the heads of two of the largest firms in that city taking up the matter in earnest, but they failed entirely in effecting any arrangement whereby the proposition could be accepted. The thorough canvass made shows that the failure was due entirely to the great variety of conflicting opinion as to what the terms of sale should be. Ethically everyone was unanimous in stating that it would be advantageous to have a uniform system of short credits, but when it came to stating exactly how short the terms would be, everyone seemed to have a different opinion as to what the terms should be. There was as much difference of opinion, to quote a leading merchant, among Montreal as among Toronto houses, and no less than five different propositions were, it is claimed, submitted by the same number of firms in the Western city. The upshot of all this difference of opinion was that no decision could be arrived at and matters are to go on in their old channel. Several of the larger houses express profound regret at this result, while one or two others and the majority of the smaller houses hold that if they are able to pay for the goods, they can and should do what they like with their own property. Briefly, it is simply the old story over again, and the only feasible way to secure the end desired by those who want reform is—say shrewd members of the trade—for the mills themselves to put their foot down and refuse to sell to anyone who is sailing too close to the wind with his customers.

INSIDE THE STORE.



EVERY store has windows. Every store has counters. Every store has shelves.

The windows, counters and shelves are receptacles for goods, and more.

They are places of display which cost the retailer nothing, for he must have them anyway.

The window, the counter, and the shelf offer the greatest opportunities for profitable advertising, seldom over-estimated, and almost always under-

estimated by the storekeeper.

A well arranged show window is a positive guarantee that the goods contained therein will be seen and appreciated by the passers-by.

The window is on the street where everybody will see it, whether he wants to or not, and, if it is dressed as it should be, the pedestrian will not only see it, but he will examine the contents of it.

There are two methods of window dressing, both good, but one should never be used exclusively, for in the alternate use of both is the greatest profit.

The first method is that of the artistic and harmonious, the blending together of colors and shades, the goods simply taking the place of decorative paraphernalia.

Such a window, if properly lighted, is very impressive, and is conducive to sales.

The second method consists of the display of goods, not really inartistically arranged, and yet with more or less of a sacrifice of harmony and art—the presentation of the goods themselves more than the arrangement of them.

No artist would be particularly impressed, from an artistic standpoint, with a large packing box in a window, with the name of the firm written thereupon in the shipping clerk's style of lettering, with a single shoe, a hammer, or bottle, or a piece of tire, or an electric bell, or any other one thing on the top of the box, conspicuous for its isolation, and yet such a window display would, from its novelty, attract the attention of every passer-by, and that one article, common as it may be, will be studied and re-studied, because it stands by itself in the identity of its oneness.

A window display should never be a conglomeration of articles, unless such articles are used in the production of an artistic effect.

It is better to have two practical window displays and one artistic than to have two artistic and one practical.

The object of the window is to sell goods, and art and everything else should be used to that end.

It is generally advisable to present one class of articles at a time, either by showing a single article or a great many of them.

While it is sometimes better to show similar articles of different prices, it is more frequently advisable to present articles all of the same price in the same window.

The article retailing for \$1 certainly will not make as good an appearance in a window if displayed with a similar article retailing for \$2.

The \$1 article will look well enough by itself, but by contrast with a superior article of the same class its rough lines are all the more prominent.

Common calico should not be shown with silk, because silk looks so much better than calico that the calico is likely to look cheaper than it really is.

A \$3 shoe is generally a pretty good shoe, but alongside of a \$5 shoe it looks as if worth less than it is.

Working exhibits are always profitable.

There isn't anything very original or very brilliant in placing a wagon in a window and arranging it so that the wheels are kept in motion, and yet the movement of the wheels will make every one stop, and if they stop to see the wheels go around they cannot help admiring the finish and construction of the vehicle.

Everybody knows how shoes are pegged and mended, and yet it is sometimes necessary for a policeman to disperse the crowd when a conventional shoemaker is in the old way mending shoes in a window.

The same shoemaker inside the store would not attract anybody's attention, but in the window everybody stops to look at him.

Candy-pulling in a window is an old idea, and yet it never fails to attract a crowd.

Griddle cake cooking is familiar to everybody, and yet griddle cake eaters will pass by the griddle cake irons in the store and stop to look in the window to see the white-capped cook turn the flapjacks.

A lot of bricks dumped into a window, with a danger-signal sort of a card standing in their midst, announcing that these are the bricks used by the Great Atlantic and Pacific Building Co. for the construction of their houses, will attract everybody and assist in making people enter the office.

Something out of the usual course of things, something which is either very artistic or not artistic at all, which illustrates one fundamental idea, will, if placed in the window, bring more trade into the store than any elaborate display of dress goods or any other goods arranged as the majority of people arrange them.

The same general ideas that apply to window dressing, to a greater or less extent can be used in the arrangement of goods in the interior of the store.

Have one counter devoted entirely to 25-cent goods, the next counter to 30-cent ones, but do not have the two qualities come too close together.

Of course goods of a character should be in the same department, but they need not be jumbled together.

If the carriage-maker has several carriages of similar styles, there is no reason why he should put the carriages very nearly alike side by side.

Let him separate them so that each carriage will have an identity.

That which applies to carriages applies to everything else.

Furniture should never be so placed that because the next chair is a little better than the chair in front of you, the chair you are considering looks cheaper than it is.

The goods on the shelves should harmonize in appearance and color.

The shelves should present a background appropriate to the conditions of the room.

The mission of the shelves is to a certain extent like that of wall-paper, and should assist in making the room more cheerful and brighter.

Certain goods can be shown to advantage upon the shelves, and should be arranged so as to stand out as prominently as possible, but where goods can't be seen to advantage they should simply be arranged so as to harmonize in color and shade.

The show-case, which is a sort of compromise between shelf and counter, should be arranged as nearly as possible on the window plan, and should be well lighted, artificially or otherwise.

A dark shelf is bad enough, but a dark show-case is an abomination.

In every store some one clerk who understands effective display should be made head dresser and decorator, and his services should be appreciated. He should be made to understand that what you want is something that will sell goods, not something that will only delight the eye. It is better to have too much business than too much art in it; but art and business in the right proportion bring the most business. All these things cost little, and it is simply a question of whether the business man will use them for all they are worth, or sacrifice so much good advertising and selling space.

In the use of everything, each part playing its part, is the success of business.—By NATHANIEL C. FOWLER, JR.

FALL CLOAKINGS.

Many of the houses are doing a rushing trade in ladies' and children's cloakings. For the use of the latter, nap cloths in fawn, scarlet and dove colors are very neat. Still rougher hairy effects are seen in pretty shades. In ladies' cloths, while covert coatings have been a fad and sold as such, the general trade has not loaded itself on this class of goods in either mantlings

or dress goods. Black, tan and golden brown beavers have, as usual, the largest aggregate sales. To these colorings must be added myrtle green. Fancy tweeds are doing extra well and will be worn very generally. A fancy tweed ulster or jacket with a bright-colored checked lining is as handsome and serviceable a garment as a lady can have. Astrachans are selling, but not so well as last season. Black brocades are moving in small quantities.

HOW TO FILE RECEIPTS.

Every firm has its own way of filing invoices, receipts, letters etc. The best and most convenient method is, of course, the regular indexed file, in which two holes are first perforated in the receipts, and they are then placed under their proper initial letter on the file. The plan followed by most merchants, however, is to fold the sheet once or twice, write particulars on the upper part of the back, and enclose it in a rubber band. An objectionable feature in this method is the irregularity in the size of the sheets thus folded. Some will be $3\frac{1}{2}$, others $2\frac{1}{2}$ inches wide, but the bulk will vary $\frac{1}{8}$ to $\frac{1}{4}$ more or less than 3 inches. This makes a bundle with a very irregular edge. Some of the receipts will slip out easily, while the whole packet must be pulled to pieces before the others can be got out. While talking to a St. Stephens, N.B., merchant a few days ago, THE REVIEW noticed a simple device he used to produce even edges. It was a tin strap $2\frac{1}{2} \times 10$ inches. This strap is laid over the receipt, which is folded over the exact size of the strap. This gives a bundle with perfectly square edges and no overlapping. This strap is, perhaps, narrower than most bookkeepers would use. Three inches would be nearer the average width.

Dress Goods

*Sales have increased lately, and Prospects
are Brighter all round.*

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS

The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

A VALUABLE CIRCULAR.

A CIRCULAR worthy of more than mere mention has just been issued by Caldecott, Burton & Spence. It is unpretentious in appearance, yet very neatly printed. Its charm, however, lies in the fact that unlike most circulars from wholesale houses it says something new, gives much information, and is manly and dignified in its tone. Part of the circular runs as follows:

"1893-94 will long be remembered for the **universal depression** and stagnation of trade throughout the commercial world—caused by **extravagance** and too many people living on **borrowed money**. Beginning with the failure of Baring Bros., through enormous loans to the Spanish and Portuguese races in the Argentine Republic, who, like most inhabitants of hot climates, would rather live on other people's money than work for their own—going on to Australia with the **bumptiousness** inherent in **young nations**, as well as young people, spending John Bull's borrowed money like water in building themselves fine houses, etc., till the reckoning day found them **short**—it spread all over the famous **sixty-million market** to the south of us. The American people, bound to **beat all creation**, and transfer the centre of trade from Britain to this continent—tried to make **the almighty dollar** that ought to be worth **100 cents** do duty if it only contained **50 or 60**, forgetting that Europe held the money bags, and could clip their wings when they soared too high. Then labor strikes foolishly entered on during bad trade, stopped the circulation of money, and ultimately failed, because it must be apparent that when the prices of **commodities fall** the price of **labor cannot rise**. Such a combination of adverse circumstances, and such continued depression, has not occurred for the past fifty years. But after you have got down to the **bottom**, if you keep on, you must begin to **rise** again. Everyone has been saving; money has been stagnant; but the **signs** of a **revival** are **at hand**.

"The American **tariff settlement** is the first forward move. Prices have been forced to the **lowest possible point**, not of **profit**, but of **existence**.

"We are preparing for the revival that is coming. It means that higher prices will soon be demanded, and that late orders will be uncertain of delivery on time. Our spring samples will be out complete by end of September. Our **specialties**, etc."

This circular gives the experience and the opinions of men whose judgment can be relied upon. For this reason the people by whom it is intended to be read find it worthy of a careful reading, and it gets that reading.

CUTTING IN PRINTS.

During March and April there was some cold and dreary weather. It is during these two months that the large sales of prints occur. This cold weather killed these sales, and wholesalers with large stocks were disappointed.

Some of the weaker-backed houses began to cut prices—a ridiculous and unnecessary thing to do—thinking thereby to unload. They did unload, but did it at a loss—loss of money, loss of respect from the trade, and loss of their self-respect.

Other houses held their stocks, feeling that prints must be sold to fill the usual requirements. June, July and August have been extra good months for prints and stocks became quite valuable. Those who held off and refused to enter into a price-cutting

which was demoralizing to the market, have sold their stocks since at advances on cost. Such is the reward of virtue—and common sense.

THEY ARE HELPING CANADA.

The troubles in the United States, Australia, South America and Africa are indirectly helping Canada. British and European investors are sending their money into this country, for the business of the Dominion is on a sound basis, and its progress, though slow, is sure. Within the last few days a wealthy British manufacturer of hosiery, who has been on a business tour in which he visited these countries, decided to invest a considerable amount of his own and friends' money in this country. He said he felt it was safer in Canada than anywhere outside of Great Britain. He tried very hard to buy an interest in a young but successful Montreal firm, but finally placed it in a number of dividend-paying stocks.

SELLING DIRECT FROM WAREHOUSE.

THE millinery openings during the last week of August in Toronto and the first week in September in Montreal brought a large influx of buyers into both cities, and has called the attention of the trade to the great advantages of selling direct from the warehouse when it can be effected. Said the warehouse manager of one of the largest of Montreal's firms to THE DRY GOODS REVIEW: "The thanks of the general trade are due to the millinery houses in organizing these cheap fall and spring trips, for they always incidentally result in a considerable addition to the aggregate of our sales. For instance, our sales during the past week have had a remarkable increase, and though I do not believe that we can dispense with the traveler, the advantages of selling direct from the warehouse are, to my mind, obvious. I consider it to be the only sensible way of selling goods, and our business of the past week only strengthens the belief. We have sold goods all over Ontario and Quebec direct with satisfaction to the buyer and great satisfaction to the seller. In fact, if merchants generally could arrive at some method of securing the sale of goods direct, their profits on the same amount of goods turned over would increase materially. The aggregate expense in placing orders by travelers is enormous, as any house knows that keeps a large staff on the road, not counting the large losses that so frequently occur through travelers pushing goods throughout the country."

Another gentleman spoken to in relation to the matter said that it opened up a very nice question, indeed, but also too large and comprehensive a one to be discussed at short notice. He might remark, however, that the tendency of the trade more and more every year was for the seller to solicit from the buyer if business was to be done. It might be all very well in the old days to sit and wait for customers, but in these days of competition he was afraid that the firm that did so would find their sales accounts shrink faster than advisable. Selling direct from the warehouse to the buyer no doubt had its advantages, and might be beautiful in theory, but he thought it would hardly do to practice with the conditions governing trade at the present day.

When times are dull, push your trade. When times are good, it may be safe to let it push you.

SPECIAL MONTREAL NEWS.

SINCE our last review travelers have been out on their fall placing trips, and at the date of writing the majority of them have returned. The consensus of opinion in this connection is that the aggregate volume of business on this account is not up to that of last year. Everyone admits, however, that considering the prevailing conditions, it has been much better than expectations, and of late the volume of trading has shown a decided increase, in fact there are indications in many lines that the improvement will continue.

Few changes in value are to be noted, but the tone is firm, and already, according to cable advices, the influence of the settlement of the American tariff question is being felt by the foreign textile markets, values being advanced in one or two cases. Buyers now on the other side therefore will have to pay more for their supplies, and this means an advance in the near future on all imported staples.

There is also a steadier feeling on cotton goods. The importations of American goods have almost ceased here as it has been discovered that the supply in the New England states will all be wanted for the home demand for some time in the future.

There have been several meetings of leading representatives of the trade with regard to fixing a uniform basis for domestic prints. They did not materialize in anything, however, as will be noted elsewhere.

There has been quite a demand for low-priced lines of all kinds from the lumber regions during the past few weeks. Notable in this connection has been the enquiry for coarse blankets from the Ottawa valley, orders for several large quantities being received.

A canvass of several of the leading houses develops the fact that remittances on the 4th of September were rather better than on the 4th of August, and that they compare very favorably with the 4th of September in 1893.

Summing up the conditions in the different sections, a member of one of the leading houses said: "In Manitoba and the Northwest trade is very unsatisfactory; in Ontario and Quebec it is quite as good as can be expected, and in the Maritime districts indications are encouraging."

The staff of Hodgson, Sumner & Co. have been very busy during the past week on all kinds of fall goods. Thomas E. Hodgson, one of the partners, is away enjoying a piscatorial trip to the fishing grounds on the Mattawa.

Dress goods this year are a very large line with Thibaudeau Bros. This department is a very well-assorted one with this firm this fall. Another strong line that they offer is their large stock of shawls, which are well worthy of attention.

Hosiery and gloves are a specialty with Brophy, Cains & Co. They are showing handsome ranges this fall.

L. A. Nadeau, general manager for Thibaudeau Bros., has just recovered from a very severe illness. He was down at the warehouse last week for the first time in several weeks.

In our last letter reference was made to a large line of prints carried by a firm here. The information was not correct, for the house in question are prepared to prove that instead of marketing only a small portion, they have turned over two-thirds of the lot.

J. G. McKenzie & Co. had a busy week of it during the millinery openings in all kinds of fall goods, dress fabrics, tweeds, etc., their warehouse sales being unusually large. The

fact that they placed goods as far west as Goderich in this connection shows from what a distance buyers come owing to the cheap trips.

S. Greenshields, Son & Co. note an improved demand for all kinds of fall goods recently. Serges keep as much to the fore as ever, and the firm have had to repeat orders nearly every week for Priestley's goods of this kind.

Box cloths, beavers, reversible cape cloths and ulsterings have had ready sale, and are still well assorted with Brophy, Cains & Co.

Linen towels, towelling and tablings, new stock at new prices which are less than old prices, are a leader with Brophy, Cains & Co.

Cottonades and flannelettes are a large line with S. Greenshields, Son & Co., in fact they carry one of the largest stocks on the market. Buyers are sure to find something to satisfy them.

Brophy, Cains & Co. report that this has been the best season for handkerchiefs that they have ever had. Their assortment is larger than ever.

JAMES P. MURRAY AT IT AGAIN.

A SELECT few of Toronto's leading business men assembled at the Toronto Club, Wednesday last, for a small dinner given by James P. Murray, better known as Jim "Imperatrix" Murray, of the Toronto Carpet Co., in honor of J. R. Kendrick, of Philadelphia, who is the United States textile statistician, the presiding judge on carpets at the World's Fair, and proprietor of the Carpet Trade Review. Among those who sat down to the table spread with plenty were W. R. Brock, J. J. Foy, Q.C., Henry Pellatt, J. P. Murray, C. B. Murray, J. A. Murray, W. T. Murray, J. P. Hayes, John Kay, J. L. Larke (World's Fair Commissioner), E. E. Sheppard, Geo. D. Perry, C. W. Clinch, A. C. Macdonell, and Hugh C. McLean, of THE CANADIAN DRY GOODS REVIEW.

When the host made sure that each guest had done justice to the many good things, an adjournment was made to the smoking room, where the remainder of the evening was spent in the pleasantest manner possible, and thoroughly enjoyed by all. For details, "Ax-minster" Murray.

In the course of the evening when Mr. Larke, the Canadian Commissioner to the World's Fair, was asked to tell of the funniest thing he heard of or saw at the Fair, he promptly responded by telling of a carpet manufacturer from Canada who, not being satisfied with the looks on the faces of the judges as they reviewed his exhibit, started in to "bluff" them. He first told them that he insisted upon the highest award, and furthermore he wanted them to delay making the award on one particular line until he could go home and make a special piece of carpet. In the meantime they might go ahead and judge his other lines, and if they couldn't give him an award for the right side of the carpet to give him something on the beautiful finish of the reverse side. The best of it was that not only did the judges stop the whole Fair until the Canadian got back with his carpet, but they awarded him the highest honors.

When Mr. Larke finished his little tale it was unanimously decided that the only man in Canada who had "nerve" enough for this was "Jim" Murray, president of the Toronto Carpet Company.

The gathering broke up at an early hour, all voting Mr. Murray one of the most genial and generous of hosts.

THE WOOL MARKET.

FOR a long time everybody has been expecting the price of wool to go about. The suspense has been of two years' duration, but now it is ended. Wool entering the United States goes in free of all duty, as free as into Great Britain. The consequence is a stiffening of prices in all markets. That the price is not yet up to expectations is not to be wondered at. The amount of wool that entered the market just when the barriers were removed was enormous, and the supply was greater than the demand.

The following figures of the U. S. consumption of wool are instructive :

1891 - - - - -	561,000,000 lbs.
1892 - - - - -	562,000,000 "
1893 - - - - -	619,000,000 "
1894 - - - - -	474,000,000 "

This meant that with the ordinary amount of wool grown and the ordinary amount imported, stocks in brokers' hands will be large. In fact, when the Tariff Bill became law, some 70,000,000 lbs. lay in the Customs houses. This would at once be thrown on the market.

Another reason why the price did not rise with the expected suddenness is that the consuming power of the people is very weak just now, and will be until industries in general assume their wonted liveliness. As soon as they can do this, and buy up the \$6,000,000 worth of foreign wools that lay in the Customs houses on August 27th, take up the surplus stocks of domestics that have been held, then the foreign wool market may expect to be benefited.

Late reports from English markets show a slight advance in prices of from 5 to 10 per cent. The sales on the 18th inst. will regulate prices, and some startling circumstances may be expected to appear.

In local markets, manufacturers are paying advanced prices, perhaps larger advances than exporters are getting by shipping to the States. As high as 17 cents has been paid for rejects. Greasy Capes, in sympathy, are now bringing from 14 to 16 cents, although the supply is meagre. Canadian fleece is running from 17 to 20 cents. Supers are scarce at 23 to 26 cents.

Lyons Bros., Kingston, shipped 500,000 pounds to Mr. Brightman, of Rochester, N. Y., one day last week. They got a good price.

Dealers in Hamilton, Toronto and Montreal who held for advances have done very well, and have cleared at satisfactory figures.

Dun's Review of September 8th says on this subject: "Instead of an average exceeding 6,000,000 lbs. weekly for the past four weeks, the sales at the three chief markets have dropped to 4,115,100 lbs. for the week. against 1,370,700 last year, and 7,616,800 the same week in 1892. It is also stated that part of the 4,000,000 lbs. reported this week represents sales in previous weeks which were not then made known in detail. The business has continued quite active at Philadelphia, Eastern mills having bought large lots. But at Boston and New York the market is decidedly slower, manufacturers having apparently supplied all requirements for the orders they have in sight, and domestic fine fleece are neglected, X and delaine wool being quoted about 1c. lower. The higher prices quoted abroad this week have caused an advance here of 1½ cents in Australian, and carpet wool is strong. At Chicago prices are

weaker, though many holders are firm, believing that the decline to be expected from removal of duties has been anticipated."

The net increase in the Australasian wool supply for the year ending 30th June, 1894, totals 86,017 bales.

WATERPROOF GARMENTS.

Rubber coats are being displayed at all the wholesale houses. Wyld, Grasett & Darling have a shipment of black parmattas and tweeds, with 26 and 30-inch capes, ventilated, two large pockets, stitched seams and edges. These are kept in stock in a variety of qualities. An extreme style is a navy beaver, double-breasted, large smoked-pearl buttons, velvet collar, loose back and no cape. An assortment of umbrellas in gingham, alpaca, zenilla, laventine and silk is shown. Wood and steel rods, some japanned, others nickeled, attractive and nobby handles in knobs and crooks are the leading features. Lap rugs and mauds in wool and plush are in full display.

DOES FAKE ADVERTISING PAY?

Daniel & Robertson, of St. John, N.B., make short interviews with canvassers who work fake advertising schemes. "When we were young and verdant, and thought we knew it all," said Mr. Robertson to THE DRY GOODS REVIEW, "we went into hotel registers, circulars, posters, write-ups, and similar things. Many of them were nice in theory, but we could get no results.

"Then we tried newspaper advertising. That paid us, and we have used it ever since. For our country trade we have used calendars, not as an advertising venture, but as a souvenir. They are getting common and we are not using them now. We may possibly, however, adopt something new in this line. I am looking into the matter now, but we will not charge the expenditure to advertising account."

W. R. BROCK & CO.

W. R. BROCK & CO. have a special line of grey flannels to retail at 25c. which is extra good value. Four special lines of umbrellas to retail at 50c., 75c. and \$1 are being cleared at 25 per cent. below regular quotations. Several stock lots of braces have been lifted out of the manufacturers' hands, and are being jobbed at less than mill prices. Cable repeats have been sent this week for "R.D.F." dress facing and for cashmere gloves. Both lines have been in great demand for the past month. Flannelette shirts to retail at 25 cents are a surprising line.

They claim to be showing some extraordinary values in wool half-hose. Their 3½-pounder call "Beatsall" leads the trade and is selling in large quantities. Cardigan jackets are a leading line with this house. Their favorite numbers, Paralyzer, Dandy, Ripper, Blizzard, Jumbo, etc., are well known to the trade and this season show up better in weight and style than in any previous one. Special value is being offered in men's black waterproof Para coats, with deep cape, sewn seams and edges, and ventilated sleeves; also three deckers, a detachable triple cape, mantles in ladies' and misses', being the purchase of their special buyer, who secured these goods under extraordinary circumstances away below market value during the trade depression in the British markets. Further shipments of dress trimmings in fancy lace braids, insertions, jet, and other makes are being opened up.

"THE DISTINGUE" WATERPROOF.

THE enormous strides made in the manufacture of waterproof garments is very striking, although the industry is yet young. One does not need to go back very many years to remember the time when mackintoshes (to use the old term for them, now becoming obsolete) were, with most people, things to be abhorred; as for beauty of shape and fit, there was none. It seemed possible only to make them in certain kinds of dark and sombre material which had a repellant look, and no one ever dreamt of wearing them unless absolutely compelled by the inclemency of the weather. All this is changed, and it is now an acknowledged fact that waterproof garments for ladies are dangerous rivals to the ordinary mantle, whilst for gentlemen it is also not denied that the improvement manifest in this class of goods has had a visible effect upon the ordinary overcoat trade.

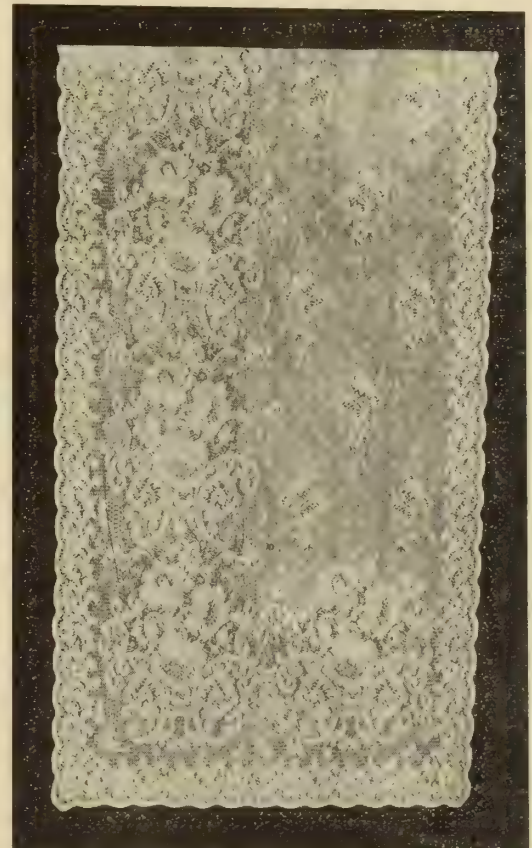
Speaking more particularly of the waterproofs for the gentler sex, it is now possible to obtain garments which combine all the beauty of a mantle with the protection of a mackintosh. Foremost in the vast improvement effected during the past few years stands the manufacturer of "The Distingue" waterproof, a name which, by-the-bye, is fast becoming a household word in the Mother Country. It has already attained considerable prominence in Canada and the trade is steadily increasing. In the works where "The Distingue" is made about a thousand people are employed, and admirable and tremendous producing facilities are embraced within their area. With the exception of the actual weaving of the cloth, which is obtained direct from the looms in the manufacturing centres of Yorkshire, Scotland, etc., every process is carried out on the spot; even the rubber, of which only the best Para is used, is obtained in its raw state from the rubber plantations of South America. But this has to undergo considerable chemical and scientific treatment before it becomes applicable to the purpose for which it is intended. It would occupy columns of this journal were we to attempt to give any idea of the whole course of manufacture of "The Distingue" waterproofs. We will simply reiterate what has been said regarding this particular make by the best judges and largest buyers of these goods in the world. They say, and we have seen their opinions in writing, that it is without a doubt absolutely the most perfect, the most scientific, and, as a natural result, the most popular waterproof in the market. Not content with resting upon his laurels, which he has deservedly gained in the commercial world through the excellence of his productions, the manufacturer of "The Distingue" has latterly brought out a feature which, in its novelty and utility, has already to a very large extent revolutionized the trade. Lady wearers of waterproof garments are familiar with the cold, bare and somewhat ugly appearance of the rubber surface with which these garments are lined, and which gives them their quality of turning the rain. For years it has been felt that this feature was somewhat of a drawback, and after a long course of experiments, entailing a vast amount of trouble and expense, the manufacturer of "The Distingue" recently perfected a process (which, of course, he has protected by patent rights) for manufacturing garments having what he terms an "Art" proofing. This "Art" proofing takes the form of a rubber surface which may be had in a variety of designs and shades. It imparts to the garments the appearance of being lined with a textile material, and indeed, unless minutely examined it is almost impossible to detect the difference between the two.

"The Distingue" waterproof mantles for ladies' are produced in a variety of shapes, affording a very wide choice, and they bear the closest resemblance, and indeed are manufactured upon the same lines, as ordinary mantles. They serve two purposes as they can be worn either in sunshine or rain.

In gentlemen's goods, of course, the run is only upon two or three shapes which are always popular. The pattern books in both classes of goods contain an enormous variety of designs in all the newest materials and shades. The advertisement, on another page, tells where it can be produced in Canada.

AT JOHN MACDONALD & CO.'S.

New goods and special drives are numerous at John Macdonald & Co.'s just now. In their curtain department, besides a large stock of the fine lacy-effect goods which are so popular now in the lace curtain trade, they have a special stock lot of curtains just to hand. No. 6042, illustrated here, is a specimen of the stock. It is one of several patterns in a line of $3\frac{1}{2}$ yard



No. 6042.

curtains, in white and cream. The quality is extra, and is, it is claimed, being sold at much below regular price. In chenille curtains the prices are even lower than last year. Plains with a dado have the call this season.

A new shipment of satin quilts, from the lowest to the highest grades in the latest designs, is receiving much attention.

Another shipment of their well-known plush mat in its two sizes is to hand.

In carpets the trade is not overly brisk, but still a certain quantity is always moving. A queer point in this trade this season is that the best carpets are selling more largely in proportion than the cheaper grades. The hard times are prevalent, but peculiar.

TRADE GOSSIP.

D. W. ROSS, of D. W. Ross & Co., general merchants, Parry Sound, was in Toronto last week. He was en route for New York, from whence he sails for Scotland by the *Lucania*. He wore a buttonhole of heather in honor of the occasion. Ross & Co. have recently bought out the firm of S. & J. Armstrong, who have been in business in McKellar for some twenty years, and business at this branch will be carried on under the firm name of Patterson, Ross & Co.

R. McKiechan is starting in dry goods at Winnipeg.

O. Hendry, of Sinicoe, was a Toronto visitor at the millinery openings.

Mr. Cronyn, of W. R. Brock & Co., has started on another European buying trip.

Wm. Minardus, formerly in business at Gravenhurst, committed suicide recently.

G. M. Smith, of G. M. Smith & Co., Halifax, N. S., has returned from his European buying trip.

Norman Bonnar, of Bolton, has purchased a tailoring business in Acton, lately owned by Briggs Nicklin.

Mr. Burton, of Caldecott, Burton & Spence, is in Europe. He reports the markets advancing in many lines.

J. H. Ames, tailor, Bay street, Toronto, was burned out about two weeks ago. Damage \$4,000; insurance \$1,500.

Willis Mason, late of the Manning House block, Windsor, has removed to the double store in the new Fleming block.

Robt. B. Harcourt, tailor and men's furnisher, King street west, has become a member of the Toronto Board of Trade.

Kingsman, a dealer in hats and fine men's furnishings, has opened out a neat establishment on King street west, Oshawa.

Galt clerks get their weekly half holiday on Thursday afternoons, all the stores closing at one o'clock for the rest of the day.

Carley Bros., clothing, Winnipeg, are in financial difficulties. Their liabilities are principally to J. W. Keddie & Co., of Montreal.

Through a pneumatic tube 700 miles in length, letters are whirled between Paris and Berlin at the speed of twenty miles a minute.

The firm of R. Score & Sons, merchant tailors, Toronto, have opened a branch in Winnipeg with T. W. Score resident manager.

It has been discovered here that some one has been raising \$10 Bank of Montreal bills to fifties, and the public are warned against them.

Shipments of Northwest cattle to English markets are constantly increasing. This week seventy carloads of cattle have been shipped.

Marcus Rich's tailor store in the Yonge street Arcade, Toronto, was burglarized recently, and cloth to the value of \$150 purloined.

One evening recently J. M. Coombs, who has resigned his position as traveler for J. W. Peck & Co., wholesale clothing, Winnipeg, was waited on at the Leland by his late fellow employees and presented with a dressing case and smoking set as a token of their esteem.

Edmonton is the centre of the fur trade; here is gathered the furs from the Mackenzie, Peace and Athabasca rivers, Lac

la Biche, Jasper Pass and even British Columbia. About \$250,000 worth of furs have already been marketed here this year, and large shipments are reported on the way.

Stapleton Caldecott is recovering from a severe attack of illness. Though not as strong as usual, he is rapidly gaining his wonted health.

The Edmonton Board of Trade has drafted a memorial to the C. P. R. for a further reduction of freight rates to Calgary and the coast cities.

Joseph Lugsdin, of the firm of J. & J. Lugsdin, hatters and furriers, Yonge street, Toronto, is dangerously ill at his home with cancer of the liver.

A city priest surprised a Winnipeg grocer the other day by handing him \$75, the amount pilfered by a clerk who had made confession of the crime.

The store and goods which were the property of the late E. H. Disney, Balsam, are to be offered for sale on the 20th September by public auction.

John Stewart, merchant, and mayor of Prince Albert, died at his residence on August 31, after a two days' illness, from inflammation of the bowels.

J. C. Gilroy, of Gilroy & Wiseman, dry goods, Clinton, was in Toronto last week. This firm have a handsome store and are doing a paying business.

The many friends of W. R. Brock will be glad to notice the increased health which he is enjoying. He is about as vigorous looking as he was ten years ago.

V. H. Canham, buyer for G. B. Ryan & Co., Guelph, Ont., has returned from the Old Country after purchasing the firm's stock of fall and winter goods.

R. Struthers, of Galt, was in Toronto last week. This gentleman has made a great success of retailing. He was at one time in the wholesale business in Toronto.

The Canadian Pacific railway has reduced its rates 25 per cent. on dairy products from all stations on the Edmonton branch to points on the main line east and west.

If you read anything good in *THE REVIEW*, do not forget to give it the credit. When writing advertisers mention this journal. These "mentions" are extremely beneficial.

The old woolen mills premises at Glencoe have been cleared up, and the site for the new mill is now marked out. Operations will begin at once, and Mr. Vance will soon be settled in his new mill.

On August 24th a fire broke out in Pedlar's block, Oshawa, and damaged the stock of F. W. Brooks, tailor, to the extent of \$2,500. The building was also partially destroyed. Stock insured for \$1,300.

R. J. Hunter started gents' clothing and furnishing business on the corner of King and Church streets, Toronto, in 1867, in a modest way. His business has steadily grown until he finds it necessary to move into larger premises. He has removed to 21 and 23 King street west.

Among the the leading dry goods men who visited Toronto last week were: Mr. Fair, of Peterboro'; Mr. Robertson, of St. Thomas; Mr. Ross, of A. Ross & Son, Port Perry; Mr. Kerr, of Hamilton; Mr. Dowler, Guelph; Mr. McDonald, of Guelph, who, by the way, is doing a big business there; W. D. Ross, of Parry Sound, who was on his way to the Old Country, combining business with pleasure; Mr. Broderick, of St.

Thomas ; D. Levin, of London, and Mr. Warner, of Lindsay. Mr. Lewis, of Burns & Lewis, clothing, London, was also in the city last week.

R. Flaws will in future represent in Canada, Arnold, Constable & Co., of New York, in upholstery, rugs and carpets. A full range of samples will be ready shortly.

Leslie Gault, of Gault Bros., sailed for England and the continent recently on the Parisian. He is making his usual fall tour purchasing supplies for his department.

MERCHANT, to small boy—Well, sonny, what do you want? SMALL BOY—Nothing, sir. MERCHANT—Well, you will get it at the shop next door. It's the only thing they advertise.

Mr. Towers, of Matthews, Towers & Co., returned recently from a lengthy business trip in Manitoba and the Northwest. He reports that business in men's furnishings, etc., is quiet out there.

The business carried on by Corner & Jackson, at High Bluff, general merchants, has been dissolved by mutual consent. Alfred Corner retires, and Geo. M. Jackson takes over the business, past and future.

Catto's and Simpson's new stores, in Toronto, are being pushed forward very quickly, and will be ready in a couple of months. S. F. McKinnon & Co.'s large warehouse is also assuming a finished appearance.

It is reported that D. J. Jamieson, who purchased the stock of F. X. E. Gauthier, at L'Original, Ont., a short time ago, does not intend to continue the business there, but purposes getting rid of the stock as fast as possible.

The latest crop reports from Southern Manitoba are most encouraging. As the threshing progresses it is found that the yield is greater than formerly estimated. Cutting is practically completed, and stacking is well forward.

Manchester, Robertson & Allison, St. John's largest dry goods house, have notified all their clerks that they have no further use for men who go bicycling on Sunday, and want no employee who does not respect the Lord's day.

Three merchants from the Maritime Provinces visited the warehouse of D. McCall & Co. last week and purchased largely. One was from Moncton, N.B.; one from Halifax, N.S., and the third from Springfield, N.B. They were delighted at the large assortment from which to select.

MacLeod Gazette : Who says MacLeod is not going ahead? Here is a partial list of the buildings erected during the past month or now in process of erection : C. Ryan, handsome two-story store and dwelling house ; Barker & Miller, extensive addition to their store, to make room for dry goods department ; D. Gairns, story-and-a-half building, to be used as a restaurant ; C. J. Reach, large general two-story store, commenced yesterday ; W. Gardiner, handsome and commodious two-story dwelling house ; Mr. Newton, one-story dwelling house ; H. Bates, extensive addition to his house ; Geo. Pearson, one-story dwelling house.

Some forty merchant tailors assembled in the Monument National, Montreal, one evening recently to discuss the "dead beat" question, and the abolition of long term payments. Two of their number, Messrs. Gagnon and Lariviere, were deputed to wait upon the merchant tailors of the city with a view to definite action being taken in the matter under consideration. If this be done, not more than three months' credit will be given,

after which accounts will be put into the hands of the Modern Collective and Protective agency for collection. A "black" list will be supplied, and all uncollected accounts will be sold by auction by the agency.

A. M. Little, general merchant, Waterford, has decided to retire from business, and has issued an attractive circular to his customers announcing the fact. The first paragraph is so nicely and tersely put that it is worthy of reproduction. It reads : "After doing business in Waterford for over twenty-six years, and during that time have neither failed nor made a fortune, I have finally decided to retire. I believe that it is just as important for a man to know when to quit as it is when to begin. During my career in this place my business relations with the people of Waterford and surrounding country have, on the whole, been of the most pleasant character. I have been accustomed to meet daily with so many pleasant people and to see so many cheerful faces that it is with a great deal of hesitancy that I have decided to take this step."

AMONG OUR READERS.

ST. STEPHEN, N.B., Sept. 8th, 1894.

The Canadian Pacific is endeavoring to deal liberally with the business men of the Maritime Provinces. In fact, they receive better treatment in many respects than Ontario and Quebec people do, where there is keener competition. It would pay them to give more frequent special rates to Montreal, Toronto and return, and vice versa. They would visit these points a couple of times a year if they could get low rates, but they cannot afford to do so now. "Instead," said C. C. Grant, who does an extensive business in dry goods, "many of us go to Boston, to where we get very low rates. We do not buy a great deal there, but we get a few things we would not otherwise. We would prefer patronizing our own markets." THE REVIEW has heard the same remark made in other New Brunswick towns.

Some Canadians think the goods they buy on the American side are better than Canadian manufacture. On several occasions St. Stephen people have brought back Canadian goods from Calais, Me., just across the bridge, paying the American duty and profit, thinking they had American manufacture.

J. W. Scovil, manager of Oak Hall for the past four years, has purchased his partner's interest in that business and will continue it under the same name. They carry a rather better stock of clothing and men's furnishings than is to be usually found in this class of store. They have a very neat, attractive place, and appear to be doing a thriving trade. The new firm is J. W. Scovil & Co.

The St. Stephen dry goods houses set an example to the business men in many other parts of Canada. They made an agreement and they adhere to it. They agreed to close at 6 p.m. on Tuesday, Wednesday and Thursday, and they do. I was chatting with C. C. Grant as the bells were ringing the hour. Instantly the door was locked. About two minutes later an apparently well-to-do customer vainly besought admission. She wanted some trifle, but neither the proprietor or one of his clerks would turn the key. She left disappointed.

A. A. Cullenin, who now controls the business of "The Golden Fleece" dry goods store, tells me there is every probability of an important change, but he is not prepared to make

any announcement at present. Along the street I gathered that they are reducing their stock. The firm began in 1846, and were at one time very prosperous, being worth, it is commonly reported, over \$100,000. When dull times came they retained their full staff rather than throw them out of employment. Things did not improve, but grew worse. Instead of compromising with their creditors at so much on the dollar, the late head of the firm, who was thoroughly honorable in every particular, handed over his hard-earned savings, paying them in full and materially reducing the volume of their business.

Mr. Cameron, of Cameron & McTavish, general dry goods, remarked to THE REVIEW: "I am strongly in favor of manufacturers putting out their own brands and not manufacturing a brand for each wholesale house. Let them adopt a few staples, brand them and stick to the brands. When brands and numbers are changed so frequently we never know what we can depend upon." Mr. McTavish, of this firm, takes much interest in things in Ontario. He is a brother-in-law of Hon. Timothy Anglin, of Toronto.

S. Webber is one of the latest additions to the dry goods row. He is disposed to proceed cautiously and if he gets what he deserves he will make money.

The Misses Young are carrying a very nice stock of millinery, silks, and ribbons. They now make one or two trips a year to either Boston or Montreal to make purchases and pick up new ideas.

Though the large cotton mills are closed Mrs. Stevenson finds her millinery business quite satisfactory. They employed about 500 hands, and as these are not drawing weekly wages it has made a material difference in receipts. Mrs. Stevenson confines her attention to millinery exclusively.

N. M. Mills, the junior partner in J. E. Algar & Co., looks after the advertising for that firm and is doing some bright work. They advertise in both American and Canadian papers. He appropriated Mr. Woods' idea in Gordon, Mackay & Co.'s advertisement in THE DRY GOODS REVIEW of a year and a half ago by attaching a big piece of cashmere—a special lot of which they had—to their advertisement in the Calais, Me., Daily News. It paid them well.

C. N. Vroom showed me a new man's brace he has just begun to manufacture. It is of non-elastic web with elastic cord ends on a newly patented plan. The cords run in pulleys, but are so arranged that the loose end cannot slip up out of reach. The front ends have drawer supporters and are in cast-off pulleys. The brace is neat, light, convenient, and serviceable. Mr. Vroom tells me his suspender business is increasing. He has now representatives in the Maritime Provinces and Eastern and Western Ontario, but is on the lookout for an energetic man to carry his samples on commission in the Eastern Townships, Quebec.

ST. ANDREWS, N.B., Sept. 8th, 1894.

William Snodgrass combines a nice line of dry goods with his boot and shoe trade, and with the local and the summer tourist business he always seems to be busy.

Walter M. Magee, who has taken over his father's business, is making a push of his dressmaking department, where he makes tailor-made garments his specialty. By paying particular attention to the style and finish of the gowns, he is working up a reputation among the numerous American visitors and in many points in Nova Scotia and New Brunswick. He has hit

on a successful plan of getting customers to decide upon the style they want. He gets the London Pictorial every week. It contains many cuts of the latest garments of all kinds. This he submits to probable customers, and will make any style they may select.

Miss A. E. O'Niell, who has the only millinery store in the town, very wisely does not take advantage of her monopoly, but always contrives to keep up with the times by carrying such a stock that the best customers do not require to go to other towns to buy. She goes to Boston or Montreal twice a year and picks up quite a few novelties.

A PHOENIX-LIKE RE-CREATION.

A representative of THE REVIEW called on the Montreal Silk Mills Company, the proprietors of "The Health Brand" of underwear, the other day. He was agreeably surprised to find that they had entirely recovered from the effects of the disastrous fire which occurred in their factory last May, and were working tooth and nail, day and night, to make up for lost time, and avoid disappointing the numerous friends they have made among the retailers throughout Canada.

The mill has been newly fitted up throughout; its capacity has been enlarged by importations of new machinery of the latest improved type, and the staff of skilled operatives has been doubled. By these means they will be able to keep faith with their customers, and be in a position, when the time comes, to fill the repeats which the quality of the goods, and the extensive advertising this enterprising firm have contracted for, will not fail to produce in large measure.

It is greatly to their credit that a catastrophe, which might have been expected to be permanently disastrous in its results, has by energy and good management been completely overcome.

THE DUMARESQ CO., MONTREAL.

In this issue will be noticed the advertisement of the Dumaresq Co., of Montreal. This firm, it will be remembered, purchased the entire stock of the estate of H. Scheyer & Co., and are now continuing the manufacture of vulcanized rubber waterproof garments. The principal feature of their business, though, is yet the purchase of bankrupt stocks, and the retailer in search of job lots and cheap lines to draw fresh custom to his store should not forget to write for their list of bargains.

Since the purchase of the H. Scheyer & Co. stock, the most notable purchase of the Dumaresq Co. was that of the stock of the firm of Isidore Thibaudeau & Co., whose late premises they now occupy.

The latest acquisition of the Dumaresq Co. is the purchase, from the underwriters, of the salvage from the fire at the Montreal Silk Mills Co. These goods are now being sorted out, and the firm hope to be able to offer many tempting lines in the way of fall underwear.

Wyld, Grasett & Darling are doing a good trade in dress trimmings. They have a large assortment of all the season's novelties in jets, laces and beaverettes.

The Canadian Colored Cotton Co.'s mill at Hamilton has opened up again, having been idle since July 14. About 325 men started to work on September 10, but it is at reduced wages. The price of colored cottons have gone down, and wages the same. Will the wages rise when the prices rise?

FALL, 1894**FALL, 1894**

Samson, Kennedy & Co.

THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO: "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

WE beg to ask you to peruse our AUTUMN CIRCULAR, now in the hands of our friends. It is with pleasure we note the effect which it has already produced by the number of orders we have received for our

SPECIAL LINES

And the crowds of buyers that have thronged our Warehouse during the MILLINERY OPENING and first week of Exhibition.

Never before in the history of the house have we had such an early response to our Circular, thereby showing that our numerous customers fully appreciate our efforts to give them THE RIGHT GOODS AT THE RIGHT PRICES.

Buyers of **Millinery Notions, Dress Trimmings, Ribbons and Laces** would do well to be on hand early during the **Exhibition Week**, as these **ATTRACTIVE LINES** in our Stock ARE MOVING OUT RAPIDLY.

SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.

MEN'S FURNISHINGS.

WATERPROOF coats have been in demand this past week owing to the sudden return of the pleasant showers. For some months the demand for umbrellas and waterproof garments has been exceedingly lifeless and holders of stocks will welcome the change.

The straw hat, the blazer, the white vest, the negligee shirt have all been relegated to the background so far as wholesalers are concerned, and fall and winter goods are occupying all the attention. Neckwear is fairly brisk, and quite a few novelties are selling in the better trade. Heavy underwear is beginning to move, as are gloves of the heavier kinds.

Fall hats have not created any furore as yet among retailers, although the jobbers are in possession of little fall stock. It has been a season without features of any kind, without even a preference for the stiff hat over the soft, or the soft over the stiff. But there are signs of a different spring trade. Samples are now coming in and travelers will be on the road by October 1st. The pointer of the season is: "Keep your eye on the stiff hat." For about two years the soft hat has occupied a greater or less position in the market, and it has always been a large feature. It promises to be more in the background next spring than for several seasons past, and the stiff hat will arise and shine in all the glory of a victorious Cæsar. There will be fewer extreme shapes for spring, but the forms of hats shown will be modified forms of the extremes of this season. Taper crowns in less striking shapes will still be shown, but rounder and fuller crowns will also be in large display.

While stiff hats are even now fifty per cent. better than at this time last year, fedoras will still be shown for spring. The wide brim and the medium height of crown will be the features of the leader. The crown will be somewhat straighter and consequently fuller at the top than has been usual.

HAT DUTIES IN THE STATES.

The American hatter gives the following list of the new duties on hats and hatters' goods, according to the new Gorman-Wilson Bill:

Hat bands and bindings, of which silk is the component material of chief value.....	45 per cent.
Hat leather and strips for.....	30 per cent.
Hat bodies of fur.....	40 per cent.
Hat braids, chips, etc.....	Free.
Hats, bonnets and hoods, composed of straw, chip, grass, palm leaf, willow, osier or rattan.....	25 per cent.
Hats of chip, grass, straw, horn, india rubber, palm leaf, straw weed or whalebone.....	25 per cent.
Hats, men's, women's and children's, composed of the fur of the rabbit, beaver or other animals, or of which such fur is the component material of chief value, wholly or partially manufactured.....	40 per cent.
Hats, pith.....	40 per cent.
Hats, silk and silk trimmed, in which silk is the component material of chief value.....	45 per cent.
Hats, sparterre, for making or manufacturing.....	Free.
Hats, wool, valued at not more than 30c. per pound.....	25 per cent.
Hats, wool, valued at over 30c. and not more than 40c. per pound.....	30 per cent.
Hats, wool, valued at over 40c. per pound.....	35 per cent.
Hatters' furs, not on the skin, prepared for hatters' use.....	20 per cent.

Hatters' furs, dressed pieces, suitable only for the manufacture of.....	Free.
Hatters' plucked coney skins.....	Free.
Hatters' plush.....	Free.
Hatters' wool.....	Free.

EXTENDING THEIR PREMISES.

Any Canadian manufacturer found extending his premises in this dull year must be making goods that the people want. E. & S. Currie, neckwear manufacturers, have more than doubled the size of their sample rooms, and have taken in two new flats for their workshop. The hum of the sewing machine and the click of the scissors have doubled in volume, and a large quantity of goods is being daily turned out.

Their new 50-cent tie, the Trump, is having a good demand and is suitable for the general trade. The Britannia is a more extreme style, but is an exceedingly taking tie, and has already found its way on to the counters of the best furnishing houses of the country. Two-inch derbys are having a decided run. Staple ties are selling in a manner which shows that furnishings are not the line which is most subject to fluctuations in volume of business.

GOODS FOR MALES.

MEN'S underwear, woolen half-hose, wool mitts, wool gloves, wool mufflers, and lumbermen's socks are some of the lines now selling by John Macdonald & Co. for men's wear. In underwear they have bought several manufacturers' clearances of overmakes, and are quoting some very special prices.

Rubber coats are always a feature of their stock. A stock lot is now being run off at a special price. This coat is an all-wool tweed, with 20-inch cape, and in excellent quality of cloth.

In fall neckwear they show the newest things, including narrow derbys, flowing end knots, as well as the more staple lines. The range of designs and colorings equals, if it does not surpass, that of former seasons.

Their stock of umbrellas is large, and besides the cheaper lines, they carry a number of fashionable specialties in natural crooks, natural cherry turns and knobs, elk horns, etc., in both steel and wooden rods, and in all classes of tops.

In men's woollens the leaders in point of demand with the best trade are vicuna serges, mixture serges, brown mixes and blue mixes. Clay twill worsteds are becoming more popular as the season advances, and promise to run well in light weights for spring. Quiet effects such as mixtures are still in the lead, although there is a growing feeling for subdued or broken checks. A special drive in a 26-oz. blue serge is now being offered. Their range is very large in all classes of imported and domestic trouserings, suitings, ulsterings, overcoatings and linings.

SATAN—What was your business on earth?

UNFORTUNATE—I solicited advertising for cards, hotel registers, albums, and—

SATAN—Right over there, in the warm corner, with the bunco steerers and green goods men!

A. A. ALLAN & CO.



WHOLESALE

Hats, Caps, Furs,
Robes and Straw Goods

CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also
Tourist and Yachting Caps.

Elegant Designs. All Prices. Orders Solicited.

A. A. Allan & Co.

51 Bay Street, TORONTO.

John D. Ivey & Co.

For the assorting season
we keep our stock

Well assorted

... IN ...

Each Department

by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.

Write for Prices
of the

“MANCHESTER”



Odorless
Waterproof
Garments

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

FALL MILLINERY.

OPENING days are now a thing of the past, so far as millinery is concerned. Both Toronto and Montreal houses seem to have been well visited, even if the volume of business was smaller than usual. Still, on the whole, trade is satisfactory, because it is as good as was expected.

J. D. Ivey declared that business was smaller, but still satisfactory, on account of its healthy tone. Before the season's end he expects to see the usual amount of returns. In proof of his confidence they are using the cable freely.

A wholesaler remarked that the season would be a fussy one. The great variety of trimmings used this season would make the hats very heavy in decorations and variegated in styles. Hence there should be great profit to both wholesaler and retailer.

The walking hat that has taken the market is an English hat. It is a wider brim than last season, with a medium crown, tapering and dented. It is not of so open a character as the New York walking hat, but is closer in its lines. Browns, tabacs and blacks are the felt colors. Sometimes the ribbons are the same, sometimes of a contrasting color.

Imitation fur-bound flat hats are good. A few genuine lambswool bindings were shown early, and were quickly picked up by the best trade. Flat hats, especially in whites, are good property.

Plaques are still selling. The variety is larger than ever. Felt on one side and black moire on the other is something new in reversibles. Lace-stamped plaques are a novelty, as are moired felts. These shapes will continue to sell during the season.

A novelty in the range of velvet hats with plush crowns is a double-brimmed hat, of different colors, the lower flat and the upper rising from it in varying but graceful curves.

D. McCALL & CO.

The warehouse of D. McCall & Co., Toronto, has been a hive of industry during the past two weeks, and they claim to have done an excellent trade, despite the fact that parcels were somewhat smaller than last year. Their trimmed hats were sold out in short order, despite the fact that they had as many as a hundred females laboring in their workshops. All the year round they employ from twenty to thirty females, while at special seasons their number runs much higher. They have all the leading novelties of the season, and are daily receiving the newest things from New York and London, so as to keep their customers supplied with the latest novelty in the market.

MONTREAL MILLINERY OPENINGS.

The fall wholesale millinery openings which were held in Montreal on Tuesday, the 4th, were, in the opinion of the trade generally, quite as successful as those of previous years, and the attendance was equally as good. This at least is the opinion formed by THE DRY GOODS REVIEW after a chat with representatives of Thos. May & Co., Caverhill, Kissock & Co., John McLean & Co., and the Montreal branch of D. McCall & Co., of Toronto. With regard to the styles, etc., a careful review of them as developed in the showrooms of the houses mentioned results in the following conclusions: The new hats are to a large extent in velvet and felt; hats have a decidedly large

tendency and the bonnets medium. Jacquimot and bluett are the prevailing colors, though brown holds a good place. A good demand is expected for both moire silk and moire velvet ribbons, also soleil or sunbeam velvet, while plain goods will hold their usual position. Felt and covered hats seem to be the prevailing idea for children's wear. Jet still holds its front rank in trimmings. Stiff felt English walking hats are to take the place of soft felt, while the attractive sailor hat, both in high and low crowns, fully retains its popularity. The new color this year is "phlox," a light watered magenta, shown in velvets, silk and ribbons. A new ribbon is called the "Liberty," one side satin and the reverse a heavy cord. Among the new tones is the "Cornflower." Feathers per se are not in the market, but in wings and feathers the twill style is the rage, with wings and birds frosted and jetted more profusely than ever before. Ospreys and feather bands retain their hold. Chenille spot veils are considered quite the thing. The three favorite combinations this fall are: First, tan, magenta and bluett; second, purple, bluett and green; and third, moss green, black and white. Another pretty combination is shepherds plaid, cerise and moss green. For nets, satin antique with felt facings promise to be all the rage. In a word, the variety of styles and goods offered in the millinery stores is as comprehensive and bewildering as ever.

J. D. IVEY & CO.

A great stock of hat shapes is shown by J. D. Ivey & Co., at their Toronto warehouse. Three of their leading shapes are shown here. No. 723 is a small crowned hat with a medium brim turned up in three places, each turn being of a different height, with the largest towards the observer. It is a graceful hat.



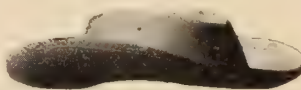
No. 723.

No. 1505x is a similar shape but with a much larger crown and wider brim. One side has a very graceful roll, and the other side as seen in the illustration is turned up almost straight. This makes a very imposing piece of headwear.



No. 1505x.

No. 1036x is an untrimmed walking hat with a dent in the crown. This is the leading shape of the season. Similar hats in various colors, with and without plain ribbon trimming, are shown in abundance and are having a decided run. The colors are mostly brown and black, although some shades of green are seen. All are satin finished. Prices run from \$9 to \$15 per dozen.



No. 1036x.

Satin finished flat hats are in good demand, as are crimped and scalloped effects in children's and misses' goods. They have a large range of the latter class of merchandise.

A special drive of several cases of American braces is now offered by Alexander & Anderson. They are great value.

Alexander & Anderson are selling their new cashmere glove, "The Triumph," at a great rate. It seems to suit the trade. A case of antique moire ribbons in colors and blacks has just been opened up. These are pretty goods. Laces are in full stock, with Valenciennes and Irish points leading.

Is your safe large enough?

There may be valuable documents unprotected every night by reason of insufficient room in your safe. This is dangerous. You ought to remedy it. We make exchanges.

J. & J. Taylor

Eagle Knitting Co.

Manufacturers of the celebrated
HYGEIAN brand of Children's
and Ladies'

HAMILTON

Vests, Drawers and Combinations

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.

WARNING

Any Manufacturer or Dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers, will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

POINTS THAT PAY

THE PLACE
TO BUY.....

Every live Merchant and Milliner buys where they can buy the Cheapest, get the Best assortment, and most Saleable Goods

*Such as will stand the test of Criticism and command
Admiration as well as a good Margin of Profit.*

Millinery AND Fancy Dry Goods

IS THE OLD RELIABLE HOUSE OF

D. McCALL & CO.

Wholesale Importers

Toronto and Montreal

NUGGETS OF WISDOM.

GOODS outside of one's regular line are dear at any price. The percentage is always against the seller when he has to use the machinery of the law to collect a bill.

One dead beat can dry up gallons of the milk of human kindness in hearts that else would afford an abundant supply.

None but cash buyers have any right to demand discounts, or to ask "What is your lowest price?"

There is a class of people who almost live on samples. But it is the lowest form of animal life, and but the grade above stealing.

Look out for the customer who volunteers the statement that he never failed to pay any debt he ever contracted. He is banking on your credulity.

The man who seldom pays, or does it grudgingly, is the one that finds most fault with the goods.

A dealer who has never fully collected a claim by law from a hard customer cannot know the supreme joy there is in bringing one sinner to repentance.

Never show surprise when an account of long standing and classed as dead is unexpectedly paid in full by the debtor. Let him be the one to be surprised when he again asks for credit. But you may offer him a cigar to soothe his feelings as you say, "Not to-day; some other day, perhaps."

If a man having a long, unsettled account stands you off with soft promises, and spends his cash elsewhere; when you get a lawful cinch on him, don't let up to spare his feelings. He has none to be hurt; and he is quite as likely to be a cash customer in the near future.

I have noticed that when a man who has never been a regular customer comes in and begins to complain of some other dealer who has overreached him, there is a cat in the meal, or thereabouts. He is, no doubt, filling (in his mind) an application for a change of venue. If this should prove to be so, it is best either to declare the case beyond your jurisdiction, or make him give security for costs.

A man's reputation is only the shadow cast by his personal character on the scene of human activities. If the latter is built up in harmonious proportion, the truthful rays of God's moral sunlight will reveal a worthy picture of the man. But if faulty in outline, or false in proportion, the resulting shadows faithfully follow copy. For the builder may as well try to reverse the natural law governing visual angles as to expect a different result.

Those who need credit the most are the slowest to ask for it. The hard-working, debt-fearing economical customer will suffer hardship rather than run in debt. But his standing is better than many of his neighbors, who often keep a balance in bank, and lend money on short time and rotund interest. At the same time they run a store account from January to December, which is never settled in full till administrators are appointed to adjust their earthly estates.

Those who trade freely without examining goods or asking prices often prove in the end unprofitable customers. As a rule they never seem to know the value of money. So long as it supplies their wants they spend freely; and while it lasts there will be wants calling for gratification. But spendthrifts never make reliable customers. Some day they will want a short credit for a small amount, giving a most plausible reason. If the dealer weakens here he will be afterwards at the mercy of one who seldom has a quarter and therefore can give none.

It is strange how the average customer fails to realize the value of discounts, when offered for cash or punctual payments.

Out of twelve or fifteen regular buyers who had monthly incomes that never failed to arrive in time, the offer of 5 per cent. discount on full payment on each month did not secure complete settlements in more than one case out of five. The habit of taking no thought for the morrow is so common with the average customer that a premium for punctuality is scarcely considered as an object worthy of attention. He prefers the "catch-as-catch-can" scheme of one-third or one-quarter off so frequently used to tempt the cupidity of buyers at the expense of their judgment.

There was a time when most people would resent the charge of being penniless. Now it is common to hear men in stores and other public places expose their poverty without shame or embarrassment on the least provocation. In fact, they will even vie with each other in bragging of empty purses and business losses. Whether this is done to stave off creditors who may be within hearing, or from mere wantonness of a diseased imagination, it is not always easy to discover. But the old adage is still true, "the proper study of mankind is man."

Some dealers are apt to suspect competitors of attempting to injure their commercial records. They forget that a business character is established only by deeds. Men who pay as they go, or as they agree, need never be anxious about what is written or spoken of them maliciously. If the receipts for remittances equal the invoices in amount, nothing can hurt their standing on the books of any reputable commercial agency. In other words, a dealer who is rated in the A. B. C. column can afford to be D. E. F. to whatever may be said regarding his credit.

TO IRRIGATE THE NORTHWEST.

The C.P.R. Land Department are undertaking a work which will be the means of transforming a dry waste of country along their line, in extent about 1,000,000 acres, into a fertile farming district. Lying between Medicine Hat and Gleiche, on the C.P.R., there is a magnificent plateau, the only drawback to which is the lack of water supply. J. L. Douple, of the Land Department, returned last evening from west of Medicine Hat, where he has been engaged in taking levellings, with a view to the possibility of taking the waters from the rear of the Bow river and turning them over the plateau for irrigation purposes. He was accompanied by Mr. Pearce, of Calgary, the Government inspector, and a party of helpers. After examining the report Commissioner L. A. Hamilton will be able to make a statement as to the plans of the company.—Free Press, Winnipeg.

A DROP IN LINEN THREADS.

Last November the price of linen threads went up about 10 per cent., due to advancing prices of raw material in foreign market. Now, owing to the continued depression in trade, the price has dropped to the old level. This applies to both spool and hank thread.

The circumstances affecting the prices of linen thread on this market are not local, but are entirely foreign. The raw material is produced in other countries, and the manufacturing is also carried on there.

One of the largest sellers of linen threads in Canada is the firm of Finlayson, Bonsfield & Co., whose works are situated at Johnstone, near Glasgow, Scotland. They manufacture nearly all kinds.

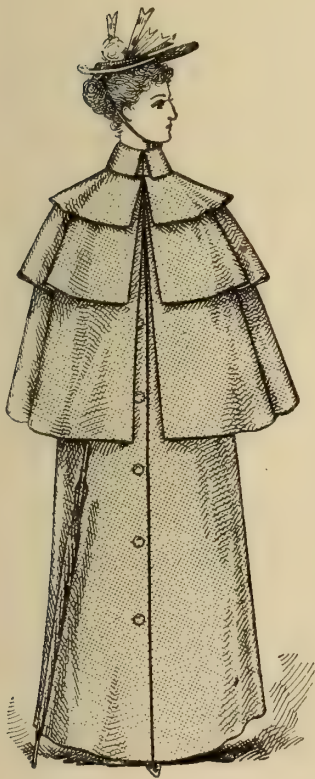
The "Distingue" WATERPROOF

Is admittedly the
Best Selling . . .

in the market, as proved by the
experience of years. : : : :

"The Distingue" has received the most flattering
encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed
in writing by Houses on this side:



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.

"The Distingue" Waterproof.

Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

WINDOW DRESSING.

MANY dealers throughout this broad Dominion have made a special study of window dressing, and have trained their clerks to make unique productions. A photograph of some of these windows if sent to this office would be reproduced in this paper if found worthy, and such an exchange of ideas through the medium of these illustrations would be exceedingly beneficial. In fact, exchange of ideas is the greatest education any merchant can have. By such exchange civilization has marched over the world, gathering strength at every step, pressing forward after each victory with redoubled strength. Not only are other men's ideas valuable in themselves, but they are valuable also in their power to suggest similar, kindred, or opposite ideas in the mind receiving the idea extraneously. If the retail trade care to encourage an exchange of this kind, THE REVIEW will be pleased to make and publish all necessary engravings.

A CLOTHING WINDOW.

Ready-made clothing is becoming more and more a line which the retail dry goods merchant finds to be a necessity. Even the merchant tailor adds a large stock, in spite of the supposed detraction from tailor-made practices. A neat window of ready-made clothing can be made by arranging the coats to show one-half—from front to back—the sleeve being nicely puffed around the shoulder and a white cuff placed in the end of said sleeve. These can be arranged in rows on an inclined floor, or on a background; or they can be arranged in circles or stars, with a ticketed leader in the centre. A huge cylinder covered with two or three rows of hanging trousers, somewhat overlapping, forms a neat and easy centrepiece for a clothing window, the cylinder varying in size according to the size of the window.

The great point to be remembered in making clothing displays is that tickets must be used or the display is without moneyed effect. Ready-made clothing sells only because it is low-priced, and unless the price is attached the cheapness only is apparent, and the low prices are unknown.

A MILLINERY DISPLAY.

Make three small arches in your window, cover with violet cloth, and border with violets. The face of each arch can be narrow or broad, fixed up with flowers, ospreys, wings and birds, separate or in groups. In fact, the beauty of the arches can be increased indefinitely, according to the time displayed. Make a background of white cheesecloth, and on it arrange festoons of ribbons, combining the rich red colors of the season with the handsome blacks which are selling so well. In the centre of each arch hang a small hoop. This again can be covered with flowers or with feather tips; or ribbon ends can be fastened all around a twelve-inch hoop, and gathered at the back so as to form a cone, the viewer from the outside looking in at the larger end and toward the small end. The intervening spaces on the floor and between the arches can be filled up with trimmed hats on neat stands. This trim in a blaze of electric light will attract a great deal of attention.

BLACK SOCKS OR STOCKINGS.

L. R. Tobey, Chatham, Ont., is said to be responsible for a unique idea in a way to draw attention to black socks. A large tub full of suds was placed in the centre of the window, and a dozen pairs of fast black socks placed in the tub. Then a real, live, colored boy—a fast black—was the washerwoman for the occasion. A sign was hung up, such as: "Two Fast

Blacks—I am one and Smith & Co.'s socks the other." This idea should be capable of considerable development by the ingenious storekeeper.

HOT APPLE PIES.

Harry Harman's "School of Window Dressing" tells how a clothing house in Seattle, Wash., advertised that they would give \$10 to any person that would give them a good window attraction.

S. Spiegel, an expert window trimmer of that city, received the amount for the best drawing card, which he describes as follows: "I suggested that the window be arranged as a kitchen, with two large gas stoves, and to have two or three ladies dressed as cooks, baking apple pies, and to advertise that hot apple pies would be given away daily between the hours of 3 and 5 p.m. The idea was carried out, and it drew crowds of people."

No doubt the apple pies were small, and such that a man could eat one in two or three mouthfuls. A similar idea would be the giving to all visitors to a special display, a cup of cocoa or tea. No doubt some big tea man would supply the raw material to advertise his brand. Hot popcorn, roasted peanuts, fried cakes, or pancakes, might also be used. But the occasion would have to be a very special one to make such an idea beneficial in its results.

NECKWEAR.

In the line of neckwear, which comprises all of the standard shapes, many designs may be arranged which will add to the attractiveness of a window display. The manufacturers denote their varied style of neckwear by giving them a popular name. For example: "The Hastings," a puff scarf, with twice around band effect. I would suggest a frame, oval in shape and gilt moulding, with a backing of white cardboard and the word Hastings or other name printed on in bold, fancy letters. Around this frame, another frame with sufficient space to display a complete circle of neckwear. This idea carried out would help as a center piece to any window trim.

SPECIAL CLEARANCE SALE.

The latest scheme adopted by Ed. Gregory, the trimmer and advertiser for Sulzers, Cloverport, Ky., was a Columbia Day clearance sale. The main feature for this special occasion was twenty-eight little boys all dressed as "Brownies," all rigged out in a comical "Brownie" suit, with a famous "Brownie" vocophone band. They paraded through the principal streets of the city. After the parade had traversed the lower part of the city, it turned toward the depot to meet the large crowd that was coming on the down train. The crowd remained around the store the entire day, and the sales were among the greatest in the history of the house for that special sales day.

SWEEPING OUT WINDOW.

The "sweeping out" window is a catchy one. The "Hub" clothing store, says the Chicago Reporter, had what they called a "sweeping out" sale last week. The large front windows were dressed to correspond, giving the idea in a concrete form. In each window there was a row of brooms standing on end with the handle downward. On each broom there was a letter, there being enough brooms to accommodate each letter in the words "Sweeping out sale." Then in front of the brooms the goods were displayed profusely. When looking at the display you got the idea that they were just about to push the goods out and you might as well take some for yourself.

MANUFACTURERS OF . . .

Boys' . . Clothing

CLAYTON & SONS

— HALIFAX, N. S.

We have between two and three thousand
Boys' Suits on hand ready for delivery.

.. PRICES ..

95c., \$1.00, \$1.15

SEND FOR SAMPLES —

Thibaudau Bros. & Co.

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAudeau FRERES & CIE.

Quebec.

THIBAudeau BROTHERS & CO.

London, Eng.

THIBAudeau BROS. & CO.

332 St. Paul St.

MONTREAL

FALL 1894

All Departments are
Fully Stocked.

Letter Orders promptly attended to.

Umbrellas

Rubber Coats

Shirts, Collars, Cuffs

To the Furnishing Trade

IMPORT ORDERS, SPRING 1895

MR. BRAIS has just completed an extended trip through Europe, having visited all the large hosiery centres. Finding trade very much depressed, owing a good deal to the then unsettled American Tariff, he was enabled to secure a range of Underwear and Half Hose at prices which will totally eclipse former seasons' purchases. We will be showing a very choice assortment in Brown and Natural Balbriggan, Natural Wool, Merinos, Silk and Wool mixed, Silk and Lisle mixed, etc. Shirts and Pants in both British and German manufacture. Half Hose; besides staple lines of Blacks and Tans in Cashmere, Silk and Cotton, we have some very choice novelties, which are confined exclusively to us. Our range of Alpaca, Tweed and Silk Summer Clothing will be very complete. Travelers now on the road. Yours faithfully,

TIES . .

In all new effects
and styles to date.
In Black Goods
values **are unequalled**

HOSIERY AND UNDERWEAR

Special drives that will interest the **closest buyer**

Send for Samples.

GLOVER & BRAIS

. MONTREAL.

FOREIGN MARKETS.

COTTONS AND WOOLENS IN THE UNITED STATES.

DUN'S Review of Sept. 1st says: "Cotton has declined an eighth for the week, but the year closes with every indication of a yield materially exceeding the world's maximum consumption of American, and with 1,600,000 bales of old cotton in sight. If all the mills were running full force the situation would not promise much.

"The mills are not running full, though the stoppage at Fall River looks every day more like an effort of the operatives to force curtailment of production in order to lift prices and make reduction of wages seem unnecessary. So far print cloths have advanced a quarter, but without corresponding advance in other goods, and while the demand is encouraging, it does not compare with years before the last. Neither in cotton nor in woolen mills has there appeared this week an increase in production. In woolens orders for spring goods of certain qualities have been quite large, buyers concluding that prices are about as low as they will be. A comparison of standard articles elsewhere given shows a decline in price averaging 17 per cent. since last year, and 24 per cent. since 1892, the reduction in some important fabrics being 33 per cent. But though transactions increase, they are decidedly smaller than in years before the last. Sales of wool for the week were 6,675,900 pounds, and for four weeks of August 24,828,850 against 6,477,435 last year, and 29,607,600 in 1892.

"The volume of trade shows a gain over the worst month of last year, exchanges at the principal clearing houses gaining 8.2 per cent. for the month, but are 21.5 per cent. lower than in 1892. The average of prices, all products considered, is but 5 per cent. lower than in 1892, and not quite 2 per cent. lower than last year. Failures are still few and small. For the third week of August reported liabilities were \$2,976,518, but for three weeks only \$8,214,470, of which \$2,845,338 were of manufacturing, and \$3,884,414 of trading concerns. The average is only \$11,521 per firm failing. The failures this week have been 188 in the United States against 356 last year, and 40 in Canada against 29 last year."

THE LONDON WOOL MARKETS.

Messrs. Jacomb, Son & Co., 61 Moorgate street, E.C., report: "Since the close of our last colonial wool auctions here on the 25th ult., there had been, till within the last ten days, little or nothing of importance to record, but at about that period the publication was made of the long-looked-for settlement of the American tariff as regards wool and its products. During the first few days after this announcement there was considerable demand, on the part of American consumers, for the raw material; some 1,300 bales in all have been marketed at about $\frac{1}{2}$ d. to 1d. per lb. above prices ruling in July. More business might probably have been done but that holders are very sanguine as to the future. It must be borne in mind, as against any prospect of a sharp rise in values, that the financial depression in America cannot be removed in a moment; stocks of wool there are heavy, and supplies of manufactured goods have been accumulating largely during the last few months in this country, ready to be poured into the U.S.A. immediately the reduction in the tariff begins to take effect; but the relief which the settlement affords will undoubtedly stimulate transactions, and, with more confidence all round, a gradual improve-

ment in prices may be looked for. The sales at Antwerp of sundry wools are advertised for September 11th; low and foreign wools here on September 11th and 12th. Our next auctions of colonial wools are fixed for the 18th of the same month, when some 280,000 bales may be available."

THE BRADFORD MARKET.

The Bradford correspondent of the Drapers' Record writes on Aug. 23rd as follows: "So far there is little heard in regard to the placing of orders for the United States in Bradford manufactured goods, but there has already been a report current on 'Change that one leading manufacturing firm had prepared an order for this market for 10,000 pieces, of which the value would be at least £35,000. Still, the figures of rumor are not always absolutely reliable.

"It is probable that importers generally will hesitate before placing their large orders, as there will be time for Bradford to turn out a quantity of dry goods between now and 1895. The further consideration of the possibilities of trade under the new tariff only confirm my impression that the present rate of protection will be quite sufficient to keep those classes of manufacture in which the Americans have made most progress mainly in their own hands.

"The two-fold mohair trade for braid purposes is just now very quiet, but the demand for single-weft yarns both of mohair and alpaca is steadily increasing. I notice that the predictions of a return to the use of alpaca and mohair dress goods in the most fashionable circles are more numerous, and I hear of some very handsome dresses made by Paris costumiers, and composed of silver grey and butter-colored mohair in combination with surah silk, which have been much admired.

"I also hear of some very handsome samples of fancy mohair goods which are being prepared by a leading house here, which does not often make mistakes in gauging the tendency of fashionable taste. On the Continent the manufacturers of novelties are also introducing mohair largely into some of their newest ranges in the form of both crossovers and checks."

THE BELFAST LINEN TRADE.

The linen market is very dull as yet and the following dispatch is not encouraging: "It is hoped that the necessity for the adoption of short time may be avoided, and the proposal of last week does not appear to have met with very general response. A meeting of the Merchants' Association, held on the 14th inst., was adjourned until Friday, when the committee appointed to ascertain the opinions of the trade reported that the requisite number of signatures had not been obtained, and the meeting was again adjourned for a week. By that time there may be a more hopeful outlook; but much will depend upon reports then received regarding orders for the United States. Not for many years has there existed such a general depression in all markets, both home and foreign, the falling off in demand having included every branch of our staple productions."

Like the manufacturers and farmers, the railways of Canada will in time benefit by the new United States tariff. They will certainly carry a great deal more lumber across the line, and larger loads of coal, farm and dairy produce are certain to be shipped to our cousins than now. The railways are also likely to bring back into Canada more freight than has been customary.

Wyld, Grasett & Darling ^{AND} Mantles & Jackets

Smallware Department

Stock of Hosiery very complete. We offer extra value in Ladies' Plain and Ribbed Cashmere Hose at popular prices. Our line of Seamless Hose to retail at 50 cents is worth inspection.

Cashmere Gloves

Full ranges that can be retailed from 10 cents to 50 cents per pair.

Dress Trimmings

Novelties in Lace Effects, Braids, Beaverette Trimmings and Jet Gimps.

WYLD, GRASETT & DARLING
TORONTO

*THE subscribers desire to call attention to their **MAGNIFICENT DISPLAY** of **NEW** and **STYLISH CREATIONS** for the **EARLY FALL** and **WINTER TRADE**.*

*Our "**PRINCESS ALIX**" Combination Jacket is a pronounced success. "**GOLF CAPES** a specialty.*

INSPECTION SOLICITED.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

THE BRITANNIA LEADS....

IN

Men's Neckwear

Our range of novelties in neckwear is now complete and contains a great many designs in Silks, and styles in ties, which cannot be had elsewhere.

All prices in Black Silks and Satins are kept constantly in stock in staple and novelty shapes.

E. & S. CURRIE

64 Bay Street, Toronto.

A Church Carpet

You frequently have a call for a church carpet. For the moment you are puzzled how to meet it. We serve you by always having *a large stock on hand, which will enable us on the shortest notice to fill the largest order that will come your way.*

The stock is the best, and out of long experience in this line we know just what designs are needed. Our price to the trade ensures you a nice profit on the transaction.

JOHN KAY, SON & CO.

34 King Street West

TORONTO

GENERAL NEWS.

EASTERN Switzerland manufactures annually nearly \$4,000,000 worth of machine-made embroideries, and the business is constantly increasing. There are about 24,000 hands on the embroidery machines in use in Eastern Switzerland. Each machine has about 250 needles, and each needle averages not less than 2,000 stitches daily. The average daily wages of an embroiderer working one of these machines is 2s. 1d.

Two Japanese have recently located in Salt Lake City with the intention of engaging in silk culture. They have a good supply of silkworms, and intend to make their own enterprise headquarters from which eggs will be distributed through the territory, when the industry has been demonstrated a success. It is believed that the climate offers unusual advantages for the cultivation of the worm, as the mulberry is now found quite extensively in various portions of Utah.

The factories in Charlotte, and several other North Carolina towns, which have been built on the co-operative plan, have proved remarkably successful. The idea, so far as we know, is distinctively a Southern one, and has led to the erection of a number of good paying factories which would never have been built otherwise. The subscription to the shares is usually made payable in small amounts weekly, extending over a period of several years.

On completion of the Nicaragua Canal, freight rates between the old and new world will drop so materially that British Columbia and the entire coast country will eventually become the source of supply in lumber and wood pulp, etc., for the European markets. This is the way it is explained: It now takes a vessel several months to reach England from Vancouver around the Horn. By way of the Nicaragua Canal the passage may be made in sixty days without transshipping, while steamers can make the canal in eight days, and from the canal to England in sixteen days. It is said that the Canadian Pacific Railway, in conjunction with a line of fast steamers, could afford to fix rates between British Columbia and England at figures corresponding with the present rates between Vancouver and San Francisco. By the aid of the Nicaragua Canal, the cost would far outstrip all competitors, as the paper pulp of British Columbia and Puget Sound, made from the famous gumless spruce, is said to be superior to any pulp in the market; the same may be said of our cottonwood, used in the manufacture of fine quality of paper, as well as the wood for block paving so extensively used in all European cities. Eastern States and Canada will benefit from the shorter distance and lower rates of the canal route, but not so materially as the Pacific Coast, whose shippers will be brought into direct competition with their hitherto invulnerable rivals of the old world.—Railway Review.

British capitalists who have recently been impressed with the advantages of locating factories near the sources of supply of raw material, are about to establish a factory at Cairo, in Egypt, with 18,000 ring spindles and 500 looms of the latest pattern. The Khedive has authorized the undertaking, and the movement will be watched with great interest, as, in the event of its success, it will doubtless mean the establishment of other factories which will in a great measure supply the Egyptian demand for cotton fabrics. That trade is now controlled in Manchester, England.

An important point in the successful management of departments in retail houses, and one with which few shrewd buyers are unacquainted, is the procurement of substantial profits on

early sales. There is no time during the period of retail activity when the shopping public will pay as liberal prices for its needs or whims as at the commencement of the season. Styles are new and stock is fresh and inviting, and shoppers exhibit a reckless generosity seldom seen at a later period. If, therefore, a manager desires to strike an average upon the season (and surely all do so desire), it is poor policy to open the campaign with a scale of prices affording meagre profits. There are many contingent disappointments which will necessitate the cutting of prices. The waning business toward the season's close may have to be conducted at a positive loss, and in order to insure a lucrative business for the year, no buyer should deliberately sacrifice by a needlessly delicate adjustment of prices the profit it is possible to enjoy in that early period when not every shopper is on the hunt for bargains.

You can trace a resemblance between the merchant who, when hard times bear him down, seeks safety by withdrawing his name from public gaze and the ostrich when it is in danger considers itself safe when its head is buried in the sand. The man who buries his business prospects by refusing to advertise should bury himself and have done with it.

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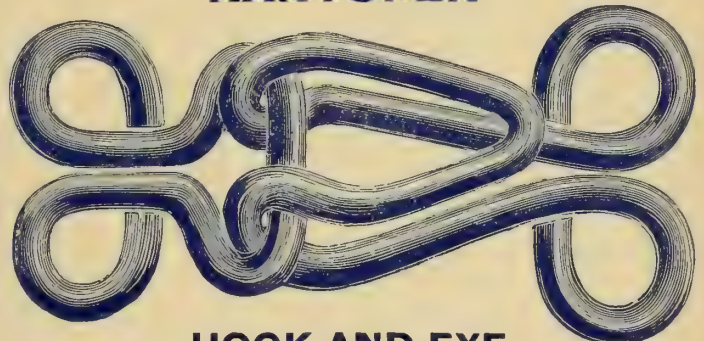
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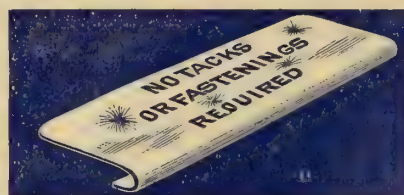
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1894
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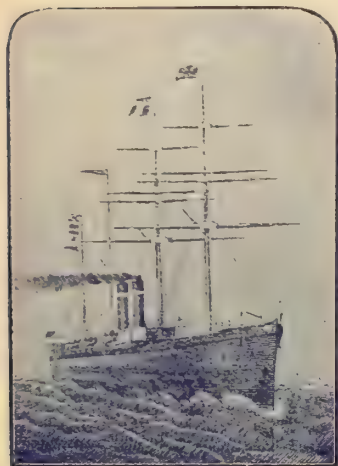
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We have prepared well for the **Sorting Trade**, which, in our judgment, will be a good one this season. Amongst other things we draw attention to the following lines, which are now in **active demand**:

Fur Trimmings Opossum—Black and Natural; Grey and Black Coney, Silver Fox, Grey Squirrel.

New Braids Fine and Heavy Mohairs, Basket Patterns, Lace Insertion Braids—Black and Colored.

Serges and Estamines A splendid low-priced line will be opened Thursday, Oct. 18th—Black, Brown and Navy.

Cape Cloths A large lot of Box Cloths, in Fawn, Black, Browns, Navy and Myrtle.

Beaver and Sedan Cloths In Assorted Colors.

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CANADIAN GOODS DRY REVIEW

VOL. IV.

TORONTO AND MONTREAL, OCTOBER, 1894.

No. 10.

**THE J. B. McLEAN PUBLISHING CO.,
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PROPER CUSTOMS OFFICERS.

A NEW chief clerk must be appointed in the Toronto Customs House to succeed the late Mr. McLean, whose recent demise has removed a most efficient officer from the civil service. This necessity of refilling the office brings up an important question; that is, shall such appointments be given to Government supporters, or shall they be given to the best man for the position, irrespective of his political leanings?

It is unfortunate that some of the best Canadian newspapers have attempted to justify the system of governmental patronage now adopted by both Provincial and Federal Governments. The Globe, which, by its leading position in Ontario, would be expected to be most progressive in the line of civil service and judicial reform, has taken the position that the present practice is generally justifiable. Two or three of the leading papers in Montreal have condemned, as have scores of leading journals throughout the country. The feeling that the present system is based on a wrong principle is growing stronger and stronger, and will continue to grow until something new is adopted.

Especially in Customs appointments, the commercial qualifications of the candidates should be the chief consideration.

Too many of Canada's Customs' officers have been editors, lawyers and political hangers-on before they came to be too lazy to work for their living. A customs' officer should be a business man, of undoubted integrity and broad experience, such as will fit him especially for the position he is to fill.

On this point the following letter to Hon. Clarke Wallace, Comptroller of Customs, from Mr. Stapleton Caldecott, of Caldecott, Burton & Spence, is worthy of perusal:

"MY DEAR SIR,—The lamented death of Mr. McLean, Chief Clerk of the Toronto Custom House, places at your disposal one of the most important offices under your control.

"The late Mr. McLean was a gentleman of the highest character and of great capacity for his onerous position, and the trade of Toronto will greatly miss him. The Board of Trade have special occasion to lament his death, for he placed much valuable information at their disposal, and he was in most active and sympathetic touch with the commercial life of Toronto for the last 24 years.

"Now, since you have been Comptroller of Customs, the merchants have felt the greatest pleasure in approaching you and have the utmost confidence in your administration, because they have always found in you a gentleman well qualified by your commercial experience to understand the various questions which from time to time come up in the administration of your department. In England between the customs authorities and the Chambers of Commerce there exists the most friendly feeling and co-operation. Sir Courtney Boyle, permanent Secretary of the British Board of Trade, recently attended the meeting of the Associated Chambers of Commerce and expressed the wish that the Department of State, of which he was chief officer, should be in constant communication and sympathy with the commercial opinion of the country. This is as it should be, and I feel assured that when you come to fill the important positions vacated by the death of Mr. McLean and the resignation of Mr. Douglas you will be guided in your decision not by political leanings but by the principle which alone should obtain in all appointments for the civil service, viz., of appointing gentlemen best qualified by their previous service, their long experience of commercial matters, and their abilities to fill the post with assured ability. You have in the past worked so efficiently and so pleasantly with the merchants of our city that I venture to respectfully suggest that you will keep the qualifications of any gentleman you may appoint carefully in view, and not permit mere wire-pullers or political hacks to get into such positions as those so long and efficiently held by Messrs. McLean and Douglas. With great respect, I am, yours faithfully,

"STAPLETON CALDECOTT."

TORONTO, Oct. 9.

SPECIAL FEATURES.

This issue will be seen to contain some special features. The St. John conference is a notable event, and the report is worth reading. Retailers' views on the shorter terms question is likewise. The First Prize Essay in the recent competition should be preserved. Trade pointers are unusually plentiful, while the volume of news is larger than ever.

WHERE TRAVELERS DO HARM.



OWEVER much we may love the jolly traveler with his medley of quips, quirks, jokes and samples, his tips and his pointers, and his opportune comings and goings, he and the system he represents are not above criticism. Like any other method of commerce, he may be improved upon. The traveler system fails at certain points which

have been pointed out again and again, one of the most noted points being his inability to spread his enthusiasm over five hundred lines of goods, and his failure to sell certain lines in which he cannot seemingly interest himself.

A retailer draws our attention to another evil of this system. The traveler is a weight preventing the adoption of a system of shorter credits, and the keeping of that system uniform after adoption. He goes into a certain town, and finds his best customer is loaded with goods, and just having had one or two slack days is disinclined to buy. Not caring to leave this town without selling this particular merchant he adopts ways and means of inducing him to buy. His most common method is to offer to date the bill a month or two ahead, and too often the retailer takes the bait and the traveler's reputation is saved.

The traveler is, personally, not wholly to blame. His employer is equally guilty in countenancing such a proceeding. Were the latter to absolutely forbid all such subterfuges to secure business, the traveler would, of course, cease to resort to them. He is entirely in the hands of his employer, who alone is responsible for such proceedings. Intense competition, however, prevents wholesalers from being stiff-backed.

One of the natural remedies would seem to be the increasing of the amount of business done in the warehouses. As was pointed out in our last issue, this is already increasing. Wholesalers find that this class of business is very satisfactory, and retailers are recognizing that it has very material advantages. Every merchant should visit the city from which he gets his goods at least twice a month. In this way he can see better what he is buying, can secure more suitable goods, and at certain seasons very profitable bargains. Moreover, the personal contact with wholesalers and wholesale buyers is extremely beneficial.

Another remedy has been at work for some time, and that is the increased number of mail orders. Like the preceding plan of buying, this also has certain advantages, but of course must always remain supplementary to personal visits to the markets. It is, however, very convenient in the buying of small wares, in securing repeats, and in getting goods that promise to have only a temporary demand. All the wholesale houses are giving increased attention to their letter-order departments, and have materially increased the facilities for making these departments work satisfactorily.

Another remedy is by closer attention to trade journal advertising. Wholesalers are learning the value of this means of reaching retailers, and are discarding "general" advertisements for "particular" advertisements—that is, the class of advertisement which states a few lines explained by descriptions and prices. The growth of trade journals in numbers and importance, and the specializing of the same, has been very marked during the past ten years. This is not the cause of this remedy,

but rather the result. Trade journals have been created to meet certain necessities of trade, and exist simply because they do a work, which cannot be done so satisfactorily in any other way. Trade journal advertising, properly conducted, will create more business than any other investment of a similar amount of money.

THE TOURISTS' TRADE.

WESTERN jobbers, manufacturers and importers should pay increased attention to the wants of the Maritime Province trade. In proportion to the population they sell much more and better goods in the Maritime cities and towns than in any other part of Canada. An American tourist sojourning in St. John, N.B., said to THE DRY GOODS REVIEW that they read more and better books there than in cultured Boston. In stationery and novelties they go in for good quality. No books or stationery stores in Canada carry as fine and as large stocks as they do in St. John and Halifax. Many of them are liberal importers, buying by correspondence or from travelers.

They are doing an increasing trade with American tourists. This trade is not properly estimated by Canadians. Only a handful of Americans travel in Europe, but their purchases form a very important part of the business of many firms over there, and it is eagerly sought after. Thousands upon thousands of them are spending from a couple of weeks to the entire summer among the delightfully cool resorts in the Eastern Provinces. Their numbers are increasing in enormous proportions each year. The popular route through the land made famous by Longfellow's "Evangaline" takes in the leading cities and towns. Night after night the best hotels, after filling every nook and corner with cots, turned people away. On more than one occasion the representative of DRY GOODS REVIEW, always accorded the best in the house, was lucky in sharing a narrow bath-room with one or two others, and that in the leading hotels. A member of a Montreal fancy goods firm drove until 2 a.m. before he found a room, and then it was in a private house in a distant part of the city.

These tourists want little things for themselves, and they want presents for relatives and friends at home. Many of them are suffering from the very popular fad of having a souvenir from every place they visit. They are to be found in the shops all day long. They seldom question the price. It is the article they want.

Most kinds of dry goods, clothing and men's furnishings are much cheaper in Canada than in the States, and a very large trade is done in these in all the important centres of Canada. It is a profitable business and one that should be encouraged.

Some western houses have not had a profitable experience in selling here, because they did not know the trade. Instead of selecting the best houses they sold to every one. Many of them failed, and there being no bankruptcy law, local creditors jumped in first and outside men got little or nothing. Those who have done a conservative business have lost very little. A large wholesale dry goods house here who have carefully watched their customers in the three provinces and Eastern Quebec say their losses do not exceed one-half of one per cent.

Every merchant who incites his window-dresser to enter the competition announced in this issue will do himself a benefit and this journal a favor.

COLLECTING SMALL ACCOUNTS.

THE Territories have, since the recent session of their Legislative Assembly, had a new law for the collection of small debts which was much needed, and which, while imitating the legislation of other provinces, may itself be profitably imitated. It is for the collection of debts and breach of contracts under \$100.

In entering the action a creditor simply leaves with the Clerk of the Court, or mails to him, a statement of claim in the form of an account, or if it be a note or order a copy of the same so that it may be easily understood what the action is brought for. The Clerk then issues a summons to the defendant and attaches a copy of the statement. If the defendant intends to dispute the matter he must notify the Clerk of such intention within twenty days from the service of the summons, stating the ground of his defence.

In case of debt the defendant must file with his dispute-note an affidavit that he has a good defence and that the dispute is not entered merely for the purpose of killing time. If the defence is in the nature of an off-set, the defendant must send a statement of same in duplicate, verified, by similar affidavit, to the clerk, who sends one copy to the plaintiff. If no dispute is filed within the time limited the plaintiff may, in claiming for debt, have judgment entered for the debt, while if the action is for an unliquidated amount on a breach of contract the amount is to be ascertained in such manner as the judge may direct.

If the action is defended the plaintiff may enter it for trial. If he does not do so within three months the defendant may either take that step or apply to the judge on twenty days' notice to the plaintiff for the dismissal of the action.

The costs under this system have been considerably reduced; no advocate's fee is to be allowed unless the action is contested, and then only to the extent of ten per cent. of the claim, no fees being less than \$1.

The Ontario Act of last session on this subject applies only to debts of less than \$10. Debts of over \$10 still come under the old procedure and are very costly in their collection. The Manitoba Act on the other hand applies to all debts of less than \$100. The difference would seem to be that the laws of the North-West Territories are made for the people, while the Ontario laws are made for the sheriffs and bailiffs, the staunchest supporters of the Government.

A USE FOR PERSONAL ITEMS.

THE personal columns of the news and society papers can be made of very great value to business men. Often they announce that Mrs. or Miss Jones of some smaller place is spending a week or so in town. Nine and a half times out of ten they will do considerable shopping before they return. It is unfortunate perhaps that they should do so, but most people think they can get nicer things in the bigger places than at home. The villages buy in the towns and cities, and the people there go to New York or England, each probably paying more than they would have to at home.

The dry goods, carpets and fancy goods dealers get most of this trade. They will go usually where they are recommended by their friends with whom they are staying. The first effort should be to get at these friends. Good, steady, careful advertising in the local papers will generally effect that. But it is

also well to get directly at the visitor. If you do a large business it will pay to send a type-written personal letter on your regular paper. Something like this will do:

MRS. JONES,

Care of Mrs. A. B. Robinson,
St. Catharine street.

DEAR MADAM,—We have noticed that you are spending a few days in town and trust that they may be pleasant. We understand you intend making a few purchases before leaving, and as we make a specialty of the goods you want, being large direct importers, we would feel honored if you would look at our samples.

When you call kindly ask for Mr. C. D. Brown.

Yours truly,

THE DRY GOODS CO., LTD.,

Per C. D. BROWN.

Their should be altered according to circumstances. It may do admirably for one firm and not for another. The last paragraph has a two-fold object. After you have used a few thousand of these at the right season, you can tell whether there is enough in this style of advertising to pay. These out of town customers are usually large purchasers. They should be handled by the most affable member of the firm, who can sell them goods, inspire confidence and retain their trade. This letter will put them in his hands.

THE FIRMNESS OF WOOLENS.

"I look for great firmness in all woolen goods during the ensuing season," said a leading Montreal merchant to THE REVIEW the other day. He based his contention on the ground that the raw material promised to be much higher this year. The recent London wool sales were a pretty good indication in this connection on foreign wool, while in Canada the American demand was already, in the short space of time since the American tariff had been passed, having a material influence on the value of domestic wool. "You may look for higher prices on Canadian woollens of all kinds," added he, "for I have reason to know that some of the mills have already contemplated the propriety of an advance in the case of their orders for next season. My buyers now on the other side also advise me that all tweeds, henriettas, cashmeres, serges and other woollens show a distinctly firmer tendency on all the European markets. This is notably the case on the continent, for manufacturers there don't stock up ahead with raw material as the English or American mills do, and as a result respond more quickly to the influence of any appreciation in the cost of the raw material."

WINDOW-DRESSING.

THE REVIEW is anxious to obtain a number of good designs of windows which retailers in Canada have proved to be drawers, and is also anxious to encourage those who take the pains to make their windows attractive, and for this purpose has opened a window-dressing competition. A liberal first prize is offered for photos of the three best-dressed windows shown by any one retailer between October 1st and January 1st.

If the merchants generally enter into the matter heartily, and encourage their clerks to make an attempt to capture this prize, and to have the honor which will accompany it, a great deal of general good will result to the whole trade.

THE ST. JOHN CONFERENCE.

THE conference of Maritime Boards of Trade, held under the auspices of the St. John, N.B., Board, on Thursday 4th inst., was a great success. Representatives were present from the leading Boards in New Brunswick, and so were Mr. Troop, President of the Halifax Board, and Mr. Curry, of the Amherst. A number of important questions were discussed, many of which are of equal interest to business men in other parts of the Dominion, such, for instance, as licensing pedlars and hawkers, railway freight discrimination, insolvency, terms of credit, wholesalers selling to consumers.

Standard time was a subject which created much discussion. For the information of readers in other parts of Canada, it may be said that there are several times in the Maritime Provinces. The railways all work on eastern standard time, while every city and town has also a time of its own, based to some extent on the sun. Halifax is, according to the sun, 52 minutes ahead of railway time; but, for convenience, it has been enacted that it should be exactly one hour ahead. In all the hotels throughout the Provinces, there are two clocks—one labelled "Standard Time," and the other "Local Time." In some places there are two local times, and when engagements are made they always specify which time, and there is much confusion. There was so much difference of opinion as to which time it would be advisable to adopt, that a decision on the matter was postponed indefinitely. The majority seemed to favor "Standard," which means that there would be but one time in Canada, East of Port Arthur and Detroit.

Pedlars and hawkers, with waggons and packs, infest New Brunswick, especially the border and northern parts. They are usually of the very worst class, being the scum of European and American cities. They pay no taxes; the authorities have no control over them; they commit crime, and easily evade arrest by skipping over the border; they cheat; they sell shoddy goods to the unsophisticated farmer, fisherman or laborer. Mothers frighten their children by telling them a pedlar is coming. There are two remedies: High licence fees and every pedlar wearing a badge, or to prohibit them entirely. There is a Provincial law for regulating this traffic, but it is inadequate, and a resolution was adopted asking the Legislature to give municipalities power to license and collect \$40 annually from non-resident pedlars and \$10 from residents, and to compel each pedlar to wear a badge and not to cry his wares on the street. Some of the St. John merchants opposed the proposition, on the grounds that it was an interference with trade and that it was degrading to wear badges, but the outside representatives were solid in their opposition to them. It was pointed out that the Local Legislature had no power to pass an act of this kind which would

interfere with trade; but, while admitting this to be the case, it was felt that it was worth taking chances on, especially as the hawkers were not likely to carry the case to the courts. The resolution does not, of course, apply in any way to commercial travelers, though it was stated that some of the Montreal and Toronto travelers were not far removed from pedlars.

The town of Woodstock having but one railway, and consequent arbitrary freights, the Board of that town asked the Conference to support them in an effort to obtain redress, which they did. The Conference also gave its support to the Newcastle Board in its efforts to secure more equitable rates to and from Northern New Brunswick points.

Two of the strongest speeches of the meeting were made by the mover and seconder of a resolution requesting the managers of the C. P. R., I. C. R., and G. T. R., and the various Boards of Trade throughout the Dominion to support the Maritime Provinces in

their efforts to make a Canadian port instead of Portland, the winter terminal point for the subsidized line of steamers. This is the most important question agitating the Maritime Provinces, and especially in their relations with other parts of Canada. They hold that it would be advantageous to the Dominion generally; and that, as the provinces had made sacrifices in entering Confederation and in afterwards paying their share of the subsidies for building railways and canals in the west and for ocean steamers, western Canada should assist them, especially as they had so far received no direct benefit from the monies thus spent in developing the west. Some pretty strong things were said of the selfishness of the Montreal and Ontario Boards of Trade, and the scant courtesy with which they had treated the representatives of the Maritime Boards; at other times during the conference the speakers rather harped on the disadvantages of Confederation. When the Government decide, as no



W. FRANK HATHEWAY
(President St. John Board of Trade).

doubt they will, that the terminus must be on Canadian soil, the question will then be whether Louisburg, Halifax, St. John, or St. Andrews shall be the point. The feeling seemed to be that the trade would be divided between St. John and Halifax.

There is no Insolvency Law in New Brunswick, and it was decided to ask the Legislature to adopt one similar to the Ontario Act for the equitable distribution of insolvent estates.

The long credit system was condemned and wholesalers and retailers were urged to curtail credits.

It was decided to organize a Maritime Board of Trade, composed of representatives from New Brunswick, Nova Scotia and Prince Edward Island Boards, to meet semi-annually.

The practice of wholesale houses selling to consumers was severely condemned, and it was recommended that in future the name

of any firm doing so should be reported to the different Boards of Trade. The mover and seconder of the resolution considered that hotels were consumers. This, in brief, was what the Conference did.

The conference idea originated with Mr. Hatheway, President of the St. John Board, whose portrait is given. He is a young wholesale grocer, possessing the elements that should lead to more than ordinary success. While watching the details of his own business carefully, he takes a great interest in affairs generally. I do not think he took the presidency of the Board for the honor, though he must appreciate that, but because he felt that in forwarding the interests of the business men of St. John he was doing a duty, and at the same time indirectly helping himself. He thus sets an example to many business men who cannot see beyond their nose. They do not see that in promoting the interests of the community they help themselves. If they did, there would be more successful Boards of Trade, and practical men would be at the head of affairs in many towns where there are now fadists. Mr. Hatheway is a shrewd business man, and if I am not much mistaken St. John will one day have reason to congratulate herself on having made him president. He makes a good chairman; says but little, and displays more than ordinary tact.

He has a very capable assistant in Ira Cornwall, the secretary. His training in newspaper work on the Hamilton (Ont.) Spectator, under the late Hon. Tom White, and on the Montreal Gazette, fitted him for his present work. He knows how to advertise St. John and its advantages, and he does it well. He represented New Brunswick at the Indian and Colonial Exhibition and as agent general of the Province made it much better known in Great Britain. It would have paid the Government to have kept him there. He could do more to advertise Canada—because he knows how—than half the present representatives, because they were appointed for political services, and as a rule do not.

The Mayor of St. John, George Robertson, is an ex-president of the board. He is a different stamp of man from many mayors. He was elected not by ward-healers, as is frequently the case, but because he was well fitted for the position. He is a very successful retail grocer, but he has a good partner, and most of his time is devoted to civic affairs. He is an excellent speaker; always thoroughly posted on his subject, he places it before his audience in clear, concise sentences and in a way which carries conviction.

The conference was held in the Mechanics' Institute. W. Frank Hatheway was elected to preside, and Ira Cornwall acted as secretary.

The following were present :

Lieut. Governor Fraser.

NEWCASTLE—J. D. Creaghan, P. Hennessey, D. Morrison.

WOODSTOCK—J. T. Garden, vice-president; W. A. Saunders, T. C. Ketchum, secretary; Jas. Carr, Hon. W. Lindsay, V. P. Agricultural Society.

MONCTON—J. C. Harris.

ST. STEPHEN—A. S. Teed and Hon. James Mitchell.

FREDERICKTON—J. I. Neill, H. H. Pitts, M.P.P., J. W. McCready.

HALIFAX—G. J. Troop.

AMHERST—M. Curry.

ST. JOHN—J. J. Bostwick, Brock & Patterson, Baird & Peters, Hon. A. G. Blair, E. S. Carter, A. L. Calhoun, R. Cruikshank, Jas. Hanney, F. W. Daniel, J. V. Ellis, W. S. Fisher, Jos. Bullock, Jos. Finley, Ed. Fairweather, G. S. Fisher, Thos. Gorman, J. C. Robertson, W. Frank Hatheway, T. H. Hall, Geo. W. Allen, H. C. Drury, Thos. R. Jones, W. M. Jarvis, Jas. Jark, A. J. Lordly, C. E. Laechler, J. A. Likely, Manchester, Robertson & Allison, T. H. Somerville, J. McMillan, Andrew Malcolm, Jos. Merritt, J. J. McGaffigan, D. J. McLaughlan, Chas. M. Donald, I. H. Northrup, W. Pugsley, W. C. Pitfield, Geo. Robertson, T. B. Robinson, D. V. Roberts, W. E. Raymond, J. DeW. Spurr, S. Schofield, T. S. Simms, R. C. Scott, John Sealy, A. C. Smith, J. Willard Smith, C.

N. Skinner, E. Smith, R. Sullivan, W. H. Thorne, Vivian E. Tippet, W. E. Vroom, C. W. Weldon, John White, C. H. Warwick, E. L. Whittaker.

J. B. MacLean, of THE CANADIAN DRY GOODS REVIEW, was present as a guest of the St. John Board.

NOTE.—A more extended report, covering over ten pages of printed matter, and containing portraits of the leading participants, will be found in THE CANADIAN GROCER of October 12th. Any subscriber of this journal can secure a copy by sending us a postal card expressing his desire. Copies to non-subscribers will cost 25 cents.

THE WRITER OF THE PRIZE ESSAY.

A BRIGHT young Canadian is the winner of the First Prize in the competition recently held by this journal, and his essay on "How to Keep and Draw Trade" is a feature of this issue. His name is James C. Campbell, and at present he is financial manager of the dry goods business of Mr. George Caldbeck, Woodstock, with an interest in the same.

Mr. Campbell was born some seven miles from Woodstock, and was a son of the late Captain Campbell, who died when this son was ten years of age. Previous to this the family had moved to Woodstock, and in that town Mr. Campbell received an education at the public school and in the Collegiate. Taking a position early in life with McFarlane & Co., he started in to learn the dry goods business. With the exception of some two years' intermission spent at the Collegiate, he has been at it ever since, and has been with Mr. Caldbeck about twelve years, having gone through every department of the business. Now he has full charge of the counting house, correspondence, and advertising.

Mr. Caldbeck's establishment is a model one in every respect, and has been made so by the use of the principles embodied in Mr. Campbell's essay.

WHY COTTONS ARE EASY.

"This is not the cotton season," said a Montreal wholesaler to THE REVIEW, "but still the situation is not without its interest. For instance, you noticed the sharp advance made by American makers immediately after their tariff question was settled. Well, the firmness was of short duration for prices almost immediately commenced to settle back again, and are now practically at or near the level which they occupied previous to the time when the rise in values set in. The reason for this to my mind is very simple. It is not that the legitimate demand across the lines is backward, for advices show that this is not the case, but simply that the position of values on raw cotton ethically forbid a comparatively high range on the finished material. Raw cotton has very seldom been lower than it is at present, and it does not show any indications of an advance. While this is the case I fail to see any reason why prices of manufactured goods should advance. There are no large lots of American cottons coming to Montreal at present because it is between seasons, but if this were not so I believe that they would be laid down here now just as freely as they were this summer."

Charles Urquhart, a popular traveler for Hyslop, Caulfield & Co. on the Wellington, Grey & Bruce Railway, has been laid up with bilious fever for two weeks.

Correspondence.

Editor DRY GOODS REVIEW:

SIR,—Short terms are certainly the best, having as many advantages for the retailer as the wholesaler. Too sharp and radical a change of terms might be unwise, but some arrangement for uniform terms would be an advantage, my idea of uniform terms being the same terms for all Canadian dry goods and adopted by all the leading wholesale firms and jobbers in Canada.

Retailers will certainly take the lowest prices and longest terms and largest discounts they can get and for as long a time as they can get them. All it requires is the nerve to fix the terms and backbone enough to stick to them, and the thing is done and everybody wondering why it was not done long ago.

Yours truly,

W. C. FORMAN.

INGERSOLL, Sept. 24th, 1894.

Editor DRY GOODS REVIEW:

SIR,—I read with interest your article on the question of terms. I quite agree as a retailer that it is time for a change to be made. I strongly advocate shorter terms—say, two months on Canadian goods and four months on imported goods, with a cash discount of 1 per cent. per month as an inducement for the spot cash buyer. Goods bought during the month to be dated 1st following. No forward dating with the exception of an extra month on first spring and fall purchases.

Yours truly,

JAMES BECKETT,

Manager George Caudwell's Staple Department.

Brantford, Ont., Sept. 24, 1894.

Editor DRY GOODS REVIEW:

SIR,—The amusing side of the "Terms" question with the retailer is the persistency with which the wholesaler insists on attaching all the blame to the miserable bantering retailer, when on the other hand he forgets, in 99 cases out of 100, he offers the long terms himself for the purpose of unloading goods that the retailer would be better off without.

The great existing evil to the retail trade to-day is the overcrowded commercial force on the road. They all are expected to sell goods. If a merchant says he is full, he at once takes up the old hobby-horse, and an extra month, or two or forward dating to spring or fall, is offered. Anything to sell the goods, as he is expected to have his sales up to high water mark at the end of the year.

The retailer very often, for the sake of the drummer (who, as a rule, is a fine fellow) buys in the dark on speculation, with the following results generally: An overcrowded portion of the stock and a final mark-down to cost to clear out, as well as the name of a banterer from the wholesaler. The "terms" question can never be a fixture, nor the retail trade in a good healthy condition, until such time as a retail merchant can go to the wholesale house with his want list and buy such goods as he wants for present use only, at a time when he is in a position to pay for them.

The road is so full of travelers to-day it is impossible almost for the retail merchant to visit the markets himself, as his want list is always overdrawn.

Selling direct would not only give the retail merchant what he wants, but it would do away with so much unpleasantness of returning goods not opening out according to the ideas of the purchaser.

We have no quarrel to put up with the commercial staff, as they are men to-day above the average. They have to be. It's the number of the men and the frequency of their visits. As long as this strain is kept up all kinds of datings and terms will continue.

T. E. VANSTONE.

Owen Sound, September 24, 1894.

Editor DRY GOODS REVIEW:

SIR,—It is with some considerable pleasure that we notice the active measures taken by the wholesale men of Canada toward shortening the dates on Canadian staples. The effect of the success of this undertaking on the retail trade will be exceedingly wholesome. We will know better where we stand. Prices will certainly not be so vacillating and quotations much less confusing.

Trusting that this measure will meet with the success it deserves, I am, sir, yours truly,

THOMAS STONE.

Chatham, Ont., Sept. 25th, 1894.

Editor DRY GOODS REVIEW:

SIR,—From a retailer's point of view, shorter terms strictly carried out would be a decided benefit. It would curtail the number of lame ducks, it would lessen the cutting and slashing of prices, and put the trade of the country on a sounder basis in every way. Long credit or low prices are no benefit to a retailer who has sufficient capital for his business, but the reverse.

In fixing terms it would be a benefit to the retailer if all goods both imported and domestic were sold on exactly the same terms. I very frequently receive an invoice with four different kinds of terms stamped, viz., net 2½ per cent. or three months, four months net, four months or 5 per cent., and in settling am allowed 5 per cent. off the whole. Is not this a farce?

I would favor three months or 5 per cent. off on all goods, dating from date of entry. This would be better than 3 per cent., especially for the wholesaler, as it would encourage cash payments (which every retailer knows is one of the greatest benefits in their business), and need not lessen profits, as prices could be fixed to meet.

Dating ahead is of more advantage to lame ducks than to any other class.

Stratford.

WM. MACKIN.

The San Francisco Evening Bulletin of September 27th says: "The first considerable consignment of Arctic whalebone for 1894 arrived at this port yesterday on the steam-tender Jeanie, of the Pacific whaling fleet. It was 65,000 pounds. Two whalers have become total losses this year. The catch of ten others on the 1st was 25 whales, a poor return up to that date."

PRIZE ESSAYS AWARDS.**The Successful Ones In The Review's
Second Competition.**

EVERYBODY cannot win a prize in a competition, but often a poor man wins because he has no strong opposition. This was not the way, however, in THE REVIEW'S Second Competition. The quality of the essays was excellent, and the First Prize Essay is, in our judgment, a better production than any that were tendered in the first competition. The subject was

How to Draw and Keep Trade,

and the best essay on this subject will be found on another page. The examiners were Mr. Paul Campbell, of John Macdonald & Co., a most able financier and careful thinker, and Mr. J. N. McKendry, one of the most broad-minded men in the retail trade of Toronto. They expressed the opinion that the prize essays were hard to distinguish, as all were of an almost equal grade. However, the awards were made thus:

First Prize, \$15—Jas. C. Campbell, Woodstock.

Second Prize, \$10—John J. Mason, Bowmanville.

Third Prize, \$5—W. C. Forman, Ingersoll.

The Prize Essays will be published in order, and in the meantime a new competition is announced under the same regulations as before. The prizes will be awarded for photos of the

Three Best Dressed Windows

shown by any one merchant between October 1st and January 1st. The photographing of these window displays will cost a little, and to meet this expense the First Prize has been

Increased From \$15 to \$20,

while the Second and Third Prizes remain the same as before. This will no doubt be a most interesting competition, and

merchants with ambitious clerks will be directly benefited by inciting them to produce windows worthy of being entered in the competition. The competition will close on

January 15th, 1895.

One point worthy of special notice is that the photos of these windows need not be highly finished, although it is better that they should be. In making cuts from the photos the highest grade of retouching to the negatives is preferable. Photographers should be warned not to make the photos too dark or they will not reproduce well. It is to be hoped that a sufficient number of merchants and window-dressers will enter this competition heart and soul and make it a grand success.

FOOTBALL.

The wholesale dry goods clerks of Toronto still indulge in the invigorating exercise of football. Strong teams are out representing S. F. McKinnon & Co., D. McColl & Co., Caldecott, Burton & Spence and Gordon McKay & Co. The contest for THE DRY GOODS REVIEW shield will undoubtedly be between the two latter teams. If Caldecott's wins it this year it will be their property exclusively, as it will be their third win. Gordon McKay's team knowing this are redoubling their efforts to put a strong team in the field.

A friendly game between teams from S. F. McKinnon & Co.'s and D. McColl & Co.'s played a match at Island Park a couple of weeks ago. The former won by four goals to nothing.

In a practice match a week ago Saturday between a team from McKinnon's and one from Caldecott's, one of the former team, a Mr. McQuillan, had the misfortune to have a small bone in his leg broken by a kick from an opponent. The mishap was unfortunate, but purely accidental.

Dress Goods

*Sales have increased lately, and Prospects
are Brighter all round.*

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS

to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

The latest fashion reports say that the demand for Velveteens is increasing, and sales promise

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

FIRST PRIZE ESSAY.

HOW TO DRAW AND KEEP TRADE.

JAN. C. CAMPBELL, WOODSTOCK.



It is alleged that of one hundred men who engage in business, only three are successful. This may or may not be an exact proportion; it, however, serves to prove that the notion commonly held by those out of business of the ease with which money is made in business is entirely wrong. From the regular way in which the totals of failures foot up, causing a routine of commercial depressions, panics and disasters, it is clear that little has been effected in the direction of disabusing the inexperienced public of this notion. It may be a useless task to attempt it; but of this we are assured: That until business principles can be firmly embedded in the mind of the intending merchant, and every fancy of leaving to chance what should be carefully decided by reason is stamped out, there will be no material increase in the numbers who succeed. The task is not hopeless; there are no quicker minds than those possessed by the merchants. Few, if any, require perception in the same degree as the dry goods merchant; so, although different men will attribute their success to different causes, there are yet found to be, beneath all conditions of a special nature, many general principles which all agree to be necessary to ultimate success. If these principles can be made the data from which other merchants will decide and act, is it unreasonable to expect that a larger proportion will gain the success they seek?

LOCATION.

The first decision of importance that will meet the intending merchant is the choice of a business stand. Men at first built cities for mutual protection; they now build them for greater convenience and despatch in doing business. Those thoroughfares having the largest traffic will, therefore, be the most convenient for the greatest number. Again, if the city is large enough to enable different classes to habitually use different streets, the best for dry goods will be that one on which the most beautiful styles are seen; if possible, among other dry goods stores. Power in trade is gained when the store and firm are so much before the public that the articles they sell cannot be thought of without being identified with the store. Rents asked in such favored locations may appear high in comparison with other localities, but, if the extra expense per day be considered with the extra trade that will result, the increase will appear insignificant. Allow for the growth you are determined to make, for the location should not be changed unless circumstances urge it; frequent transplanting weakens growth. Have both the interior and exterior appearance as neat as taste can make them, paying special care to have the interior arrangement so as to save time and labor in serving the customers.

BUYING.

In possession of a location, the stock is the next concern. To buy for an increasing and paying business demands that the art of selection be well learned. The endeavor must be to buy only those goods that will sell. Have determination enough to throw out goods that your best judgment tells you are bad or ugly, even though they be fashionable at the present moment. The few exceptions where extravagant styles are sold

at large profits will not balance the ultimate loss made in clearing out the remains. Sensible people in dress ever make the most satisfactory customers. The majority of them will buy rather better than medium priced goods. Cater for a good trade. Retail importers should guard against buying a six-months' stock in foreign markets. Rapid ocean and railway service will deliver repeat orders at your station in from ten to eighteen days after leaving Britain, France, or Germany. Then there are new styles constantly coming into the market, and prestige is lost if these are not in stock when asked for; also the job lines offered by manufacturers and wholesale merchants can be handled to advantage if the stocks have not been overloaded. These three points serve to draw trade when under usual conditions it would be dull. Through the season regular and frequent visits should be made to the Canadian markets, travelers' samples looked over, advertisements to the trade carefully watched, and by every means presented the fund of information regarding the dry goods business kept up to date.

ADVERTISING.

Advertising is to sales what powder is to shells: It is the force that does the distant work. The smokeless kinds are the best for both purposes. Plain facts told in plain words will bring more and better trade than any superlative combination of words ever set up in display type. Few people know exactly what they want until the retail merchant in a measure guides their choice. Thus the advertisement should contain leading points of excellence in the goods, mention of prevailing styles at the recognized fashion centres, and, if possible, a forecast of what will be worn. Dwell on quality rather than price. Identify the firm with a certain position in the local papers and regular journals. They supply readers who, as a class, are the prosperous people of the Dominion and profitable customers to procure. Many novel schemes are gotten up for various kinds of advertising; they should be carefully examined before entered upon. Few of them are profitable to anyone but their promoters. Always advertise just before the goods are wanted, and bear in mind that the majority of the readers are women. This refers to advertising articles exclusively for the male sex as well as all articles for the female sex. Have one main idea for each insertion, say it strongly, support it by examples and prove it by particulars. Don't exaggerate, rather say a little less than the whole truth. Try to convince the public in advertising, as in window display, that your stock is comprehensive. If possible draw a diagram indicating display lines. The results in the appearance of your space will justify the pains taken. Don't meddle in personal matters. If a neighbor attacks you, don't retaliate, the people will learn the truth themselves quicker than you can teach them, and like all lessons of experience, they will be remembered.

A small card of thanks, mentioning leading lines on the reverse side, placed in each parcel is a polite way of showing customers you appreciate their patronage, and forms a link to bring them back to the store.

Circulars carefully addressed to the lady of the house on special occasions will prove valuable. Enclose a few samples with prices and particulars; they will be carefully gone over at home. But any such special feature should be both unique and neat. It is worth doing well.

HELP.

Polite, energetic clerks are valuable in gaining trade. They should in every case be the very best the business can afford.

The "Distingue"

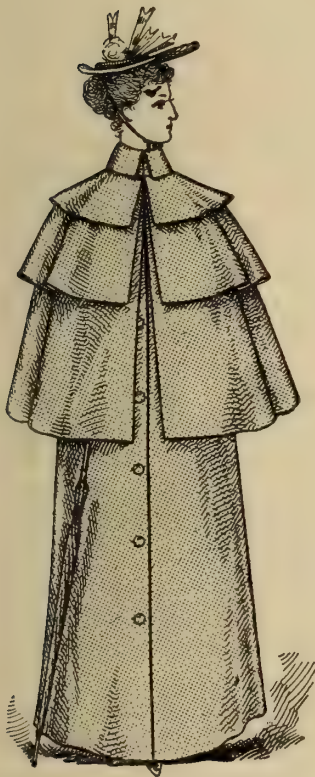
WATERPROOF

Is admittedly the
Best Selling . . .

in the market, as proved by the
experience of years. : : :

"The Distingue" has received the most flattering
encomiums of the trading world !

The following are examples of opinions of "The Distingue," voluntarily expressed
in writing by Houses on this side :



VICTORIA.

The Distingue Waterproof

S. GREENSHIELDS, SON & CO., Montreal,

say : "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say : "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say : "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say : "'The Distingue' Garments are still to the front, both in quality and style ; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say : "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.

The Distingue Waterproof

Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

Each should have a particular part of the stock under his care. Poor clerks will ruin the best possibilities for a good business. Give them encouragement to do still more by increasing salaries, if they have proven worthy of it in the past. Have them introduce novelties and special lines in the few moments of waiting for change or parcel. It is surprising what a vast amount can be sold in this manner, and all of it an increase. Insist on punctuality, and either in person or through help engaged for the special work, have a general oversight of all transactions. Many small errors, which result in a large aggregate loss, will be avoided. This has special reference to a strictly cash business. Forbid idlers and idling both before and behind the counter.

DISPLAY.

Window display is important and direct in its results. The shoppers are at the door, and if it be attractive makes them buyers. Tickets with prices and cards, with particulars of the goods, attract attention, and necessitate stopping to read. They add weight just as the signature to a bond makes it valid. Try to convince the public that you have a complete range of whatever you display. Place the goods so as to catch the eye of one who is hurriedly passing. The interior of the store should have various goods exhibited. It is imperative that they be free from dust. Never leave them in one position so long that regular customers will become accustomed to their appearance and pass without noticing them. Some neat system of rods and brackets will do for the fixtures. Stands or tables will answer for the floor space available for display, but where any quantity of small or perishable articles are sold show cases are indispensable. Have the prices plainly ticketed on these goods also. It is not like business, if a customer asks the prices, to see the clerk hunting or asking a fellow-clerk for the price.

SERVICE.

The service given the public should be as near to perfection as experience can take. Resolve that it will be better than any other store can render, and you will never let an opportunity of improvement pass. Be courteous to all. Try to honorably please every person who enters your door. Wait on or acknowledge them the moment they come in. Remember their names and faces. Put your whole energy into serving them. Never give the shadow of offence by rudeness of speech or action. If you do not make a sale, part with the customers pleasantly; they will call again. Have all stocks early to hand before they are asked for. Be very careful to give full measure and count; one mistake will create suspicion of all. Parcel all goods neatly and strongly so that there will be no probability of loss or damage in transit, and have them delivered promptly.

SELLING.

Have the price of the articles marked in figures and make it the lowest possible. Let this be the one and only price at which it is to be sold, no matter who the purchaser. Don't tolerate bartering; that belongs to uncivilized peoples. Don't give special favors, it is neither right nor wise. Yet enterprise must be exercised in selling. If some lines are sticking, lower their price at once, the loss will be the least. At the closing of the seasons, be willing to sacrifice on the remains of the stocks so that the following season can be opened with entirely new purchases; in short, don't hold the dimes so near your eye that you cannot see the dollars beyond. Constant vigilance is the only means of procuring a general movement of the whole stock. Have genuine bargains, but don't sell goods below cost merely for the purpose of increasing the volume of your turnover. In some circumstances, such as for introduction or ad-

vertisement, it is legitimate to sell even below cost, but as a practice under normal conditions of trade it must be condemned.

WORK.

Every person around the store should share responsibility—the errand boy as well as the proprietor. The purpose of all the work is to make sales, and to this end all should contribute. Have a stated place for every article. Have a particular way and special time for transacting and executing every part of the business. Customers readily detect this perfection of system in those things they can see. It gives them confidence in those things where they must rely entirely on the word of the house, and this public confidence once secured is half the victory for patronage won. Be doing business in business hours, and never close to-day without plans for to-morrow. Don't do unnecessary work; reserve temper, time and talents for work that tells.

REST.

Remember that nature must have rest. It must be absolute where the thoughts of business are replaced by some happy subject or pastime calculated to increase strength of both mind and body. The vigor of your actions and the freshness of your work will soon tell how important rest is.

OUTSIDE CONNEXIONS.

In religious, social and political matters the conscience must be the guide; but in matters where mere opinion decides the party or doctrine you support, be moderate. A too violent advocate creates enemies. Be sociable and generous and strive to make friends.

CASH AND CREDIT SYSTEMS.

Much is heard in these days of business depression of the advantages of a cash business. They are numerous, and if the system were general throughout every trade and profession it would be an incalculable boon; but so long as the clergyman does not receive his stipend every Monday morning, or the doctor his fee after every visit, and so long as nature compels those who live directly from the products of her increase to wait for long periods for their returns, we fear it can never come to pass. However, there is a situation in which the merchant should always adopt strictly cash methods. This is when commencing business without independent capital in a new city. The credit system is solely the privilege of a long established business, where experience has taught who are trustworthy, what are the proper times and means for collecting, and to what amount credit should be allowed. It demands greater foresight and more care, but if thoroughly done, the gain from increased business through the accommodation given will repay the extra labor entailed. Render itemized accounts to every customer regularly; monthly, if possible. Insist on prompt settlements at the end of the term of credit. Don't be afraid to refuse credit to one who has without a valid reason abused your confidence in the past, nor shrink from punishing where fraud is intended; but where circumstances of misfortune demand it, practise charity, it is the right principle as well as the best policy.

Now just one caution. Be content. There is a bound to everything in time. Success is apt to lead beyond reason. Hence, consider the probable result before building larger or buying heavier; otherwise the accumulations of years may be lost in as many months. Don't take a step forward that you cannot hold against all competition.

Increase is the natural law. Genuine success in the present is in a measure due to the name of success in the past. Finally be magnetic yourself and you cannot fail to attain success.

SPECIAL MONTREAL NEWS.



THE movement of fall goods since our last report has been a fairly active one, and, on the whole, the average appears to be equal to that of last year. At any rate, two or three of the big general houses say that it is so, while one of them claims that they have done a bigger trade, and last fall was an exceptionally good one with them; they say they have no reason to be dissatisfied. It is worthy of note, also, that other houses who make a specialty of one or two lines report that their stocks are worked down to a pretty low level, which is a fair indication. For instance, one house that deals solely in fine dress goods and other ladies' goods say that they were never so low as they are at present at this time of the year.

Reports regarding payments are conflicting, but the statement of two of the leading general houses, whose trade extends from the Atlantic to the Pacific, is to the effect that while returns on the 4th of September were fair, those on the 4th of October were even better. On the other hand, there are complaints that the number of failures this fall is greater than usual, and one merchant remarked to THE REVIEW, as an unfavorable feature, that better people than usual appeared to be affected. That is, customers who in former seasons were considered *AI* were throwing up the sponge this fall. This certainly is an unfavorable sign, but taking the conditions all over the world in all lines of trade, it cannot be surprising if the dry goods trade in Canada is pinched a little this year.

Travelers now out on their sorting trips appear to be meeting with a fair degree of encouragement and a favorable sign of late has been the number of repeat orders from the North-West for staple fall supplies. On the whole, reports from most of the leading sections of the country appear to agree on the ground that stocks, generally in country dealers' hands are small and in good shape.

The prevailing mode of Golf cloaks for ladies' wear this fall has been very beneficial in inducing an enhanced demand for tweeds of all kinds, the movement in which, during the past few weeks, has been one of the leading features of the market.

Demand for all kinds of fall staples, flannels, heavy woolens, winter hosiery and flannelettes has been quite active. In fact, the call for cheaper kinds of worsteds and woolen and cotton goods of this description is set down as being more active this fall than in any previous season for some years back.

Advices from abroad point to still firmer prices in velvets, velveteens and all imported woolen goods, the demand for which at primary centres is much more active this year than last.

The city retail trade has been quite brisk of late in consequence of the return wave of people from the summer resorts. The few days of bright cold weather that we have had recently have also been very beneficial in this respect. City collections, however, are complained of, being under the average.

The demand for Priestley's fine dress goods has been an unusually active one this fall with S. Greenshields, Son & Co. Their fine serges and diagonals have been hot selling lines.

Among the more recent important city failures since our last has been that of Lauthier & Labelle, who made an assignment the other week on the demand of Gault Bros. & Co.

Their liabilities will amount to about \$9,000. Their principal creditors are J. Greuter & Co., \$1,377, and Thibeau & Co., \$2,800.

The s. s. Sarnia which arrived this week brought in another large shipment of cape cloths for Brophy, Cains & Co., also a line of English flannelettes. They are just the thing for the sorting trade.

Notwithstanding the great pressure of American orders at primary markets, Thouret, Fitzgibbon & Co. have been filling all orders promptly for French goods, besides having a well assorted stock on hand. They are in a somewhat enviable position in this respect.

S. Greenshields, Son & Co. have experienced such an active demand for the well-known white and black dress goods of Priestley's make that they have hardly been able to fill all their orders.

Brophy, Cains & Co. report a good season in ladies', gents' and children's underwear. This department is still a well-assorted one with this firm, however, in all prices and all sizes.

Wm. Agnew, senior partner of Wm. Agnew & Co., who is at present on his usual buying tour in Great Britain, writes his firm that velvets and velveteens are in large demand abroad, and that prices have advanced to a noticeable extent.

Mr. Fitzgibbon, who returned a week or so ago from the other side, reports that the general tendency of values in the European markets is firm on all textile material.

Caverhill, Kissock & Co. have experienced a very brisk demand for their lines of German beaver cloths for ladies' cloakings this fall.

J. G. McKenzie & Co. have had an active month of it in all lines of heavy woolens, worsteds, winter underwear, etc.

Buttons are coming in again and the New England factories are being re-opened. Brophy, Cains & Co. have the correct styles in these goods for costumes, ulsters, etc.

The collection of spring supplies in fine French kid gloves shown by Thouret, Fitzgibbon & Co.'s travelers this fall, the firm holds, surpasses anything they have ever offered to the trade before. The well-known "Jammet" make is holding its own.

S. Greenshield, Son & Co. report an active demand for Crovanettes and other waterproof goods. Their turnover on these has been more than equal to that of last year.

Rich, handsome dress goods and fine black goods have had a larger sale than ever this season with Brophy, Cains & Co.

ADVERTISING TO TOURISTS.

Attention has been drawn in another article to the rapidly growing tourist trade in Canada. Do our subscribers get the full benefit of this trade? Do they look after it? This is probably the only trade that cannot be got more effectively by the local newspapers. These must not be neglected, however, but most travelers have no interest in local papers, and do not see them. They must be got at by direct appeal. The assistance of the hotel clerk or proprietor should be secured. He is generally well posted as to his guests' movements. If it is found they are going to make extensive purchases, it may pay to call on them personally as soon as possible after their arrival. If not, a neatly printed imitation postal card with the address on one side and a brief announcement on the other may be tried. This should be as catchy and effective as possible. Say what you have for sale. Tell them how to get to your place, and who to ask for when they get there.

AN IMPORTANT JUDGMENT.

IN the Court of Appeal, in Montreal a fortnight ago, the Chief Justice of Quebec, Sir Alexander Lacoste, delivered a judgment interesting to the dry goods trade all over Canada. It was an appeal by Mr. John McLean, of the wholesale millinery firm of John McLean & Co., from a judgment in the lower court. The facts that led up to the case are as follows: On the 31st December, 1886, Messrs. McLean, Stuart and Smith formed a partnership for five years from the 1st January, 1887. Mr. McLean was to put into the business what was coming to him from the previous firm of John McLean & Co., of which he was a member, and the other two were to put in the amount which they respectively had on deposit in the same firm. The contribution was established: at McLean's \$4,480.91, Stuart's \$25,292.47 and Smith's \$30,350.96, the total being \$60,124.34. The firm was dissolved on the 22nd of July, before the expiration of the term agreed upon, by a judicial abandonment made by the partners at the demand of their creditors. Though the statement prepared showed a surplus of \$15,000 the firm was agreed to be completely insolvent. McLean offered, with his partners' knowledge, a composition of 50c. in the dollar for chirography creditors and full payment of all privileged claims, on the condition that the effects should be conveyed to him personally, and that his partners should have a discharge. His offer was accepted and the retrocession was made. The respondent in the case, Mr. Alex. Stewart, took action on the ground that the arrangement effected by Mr. McLean did not cancel the rights and obligations of the partners between themselves, and that Mr. McLean owed him on account of part of his capital contribution, of which the use only was given to the firm. He pleaded that the books of the firm showed \$17,185.82 to his credit, \$27,379.54 to the credit of Mr. Smith, and, on the other hand, to the debit of Mr. McLean \$29,079.31. Mr. Stewart's plea was that the latter had withdrawn this amount from the capital contribution of his partners, and that he should account for it in the proportion of the balance at their credit respectively, which would give him (Mr. Stewart) a sum of \$11,213.20, which was the amount of his demand. Mr. McLean, on his part, pleaded "confusion" and "compensation." He offered in compensation of the amount which he might owe, the composition which he paid the creditors and the payment of the privileged debts of the firm. Furthermore, he denied that he was indebted. The deed of partnership authorized him to draw \$6,000, and each of his partners \$3,000, and he held that he did not draw more than his share. The learned judge of the court below dismissed appellant's pleas, and gave judgment in favor of the respondent for \$10,261.08 in reimbursements of part of his capital. The grounds of the judgment were not those of the action. The appellant was not held accountable for the sum of \$29,079, but he was condemned to reimburse part of respondent's capital, under the clause of the deed of partnership, which obliged him to discharge half the debts. According to the judgment in the court below, the capital, which was \$60,124, having been absorbed by the assignment, became a total loss which must be borne by the partners in the proportion of one-half by the appellant and one-quarter by each of the partners, viz., for McLean \$30,062, Stewart \$15,031, Smith \$15,031. Stewart having furnished \$25,292, from which must be deducted his share of the losses, \$15,031, there was a balance in his favor of \$10,261. Smith having fur-

nished \$30,350, from which was to be deducted his share of the losses, \$15,031, there was a balance in his favor of \$15,319. McLean's share of the debts was \$30,062, and his capital \$4,480, making a balance against him of \$25,581.

After reviewing the different pleas, the Chief Justice spoke as follows on the merits of the case: "Respondent alleges that appellant drew from the firm \$29,079 over and above his capital, and he pretends that he owes this amount to his partners to reimburse them pro tanto their capital, deduction being made of the amounts which they had themselves received from the firm, viz., appellant \$17,185, Smith \$27,379. This demand is irregular. What a partner can exact from his co-partners is an account and partition. In this account and partition each returns to the mass what he received; the debts are deducted, and the balance is divided between the partners in conformity with law and their agreements. If objection had been taken to the form of action, I would have been disposed to dismiss it, but as the object of the action was to obtain a partition of what remains of the partnership, and as by the conclusions respondent offers to tender any account which might be held necessary, an offer which appellant did not think proper to avail himself of, I am disposed, as was the Judge of the court below, to render justice to the parties on the action as brought. The assignment having swallowed up the partnership property there are only the returns of the partners to constitute the mass. But, on the other hand, the partners having been discharged from the debts of the firm, the mass should revert entirely to the partners according to their respective rights. From the mass, therefore, the partners should get back their capital, then divide the balance in the agreed proportion.

"It has been pretended that the partners were not entitled to exact an account of a lost capital. The rules of law seem to be very clear on this point. When a sum of money is put into a partnership capital it becomes the property of the firm which does not owe any account of it. At the dissolution the partner cannot claim it. But the partners may stipulate that they shall get back the amount of their contributions to capital before the division of the assets, and this stipulation may be inferred from their drawing interest on their contributions during the existence of the firm. In my opinion there was an agreement between the parties that the capital should be brought back before the division. But this capital was not, for the purpose of the division, subject to increase or reduction as shown by the books of the firm. This bookkeeping was for the convenience of the partners, but could not change the extent of their rights as determined by the deed of partnership. In one sense the court below was right in saying that the capital being lost, the partners should contribute to the loss of this capital in the proportion agreed. But before applying this rule it should have taken into account the amounts received. Applying the above rules, the mass must be formed by making each partner return what he received from the firm, to pay it pro tanto the capital of each partner, and to divide the loss in the proportion of one-half for McLean and one-quarter for each of the other two partners."

"If it were not so childish and out of date I could take a real good cry," said the woman with the short hair. "What is the matter, dear?" "I wore my husband's vest downtown shopping yesterday by mistake, and there were three big cigars sticking out of the top pocket. I never noticed it till I got home."

OUR NEW . . WAREHOUSE



OUR New Warehouse, corner Melinda and Jordan Streets, is now nearing completion and will be ready for us to occupy in December. Though we will only have a short distance to move, at the same time we realize that it will be a big undertaking, and in order that we might have as few goods as possible to take from our present premises to the new, we commenced a big removal sale on the first of this month, which, though at the cost of a season's profit, promises to be a great success. Our whole stock has been reduced in price from fifteen to fifty per cent., including all kinds of Dress Silks, Silk Velvets, Dress Plushes, Velveteens, Mantle Plushes, Ribbons, Dress Trimmings, Millinery, Millinery Adornments, Mantles and Mantle Materials. It may be possible that you have not seen our advertisements previous to this, and therefore have not yet shared in any of our bargains, but now is your opportunity—we intend the whole trade to share in them. The eyes of honest doubters may fall on these lines, but in order that all may be satisfied that what we here state are solid facts, we extend a cordial invitation to the trade to call, inspect our stock, get our prices and be convinced that, as usual, we are prepared to do all we either say or advertise. We have twelve representatives on their respective routes at the present time, all in a position to quote the same prices as can be obtained in the warehouse; only, let us add, there are many odd lines very cheap in the different departments which cannot be sampled to advantage, so that there are many things in favor of visiting the market as often as convenient. We will be pleased to mail samples to any address for the Trade.

TERMS LIBERAL AS USUAL.

S. F. McKINNON & CO.

Cor. Wellington and Jordan Sts.,
TORONTO.

Offices: 35 Milk St.,
London, England.

THE MILLINERY TRADE.

VERY little snap is displayed by the millinery houses just now. Whether this is due to dulness among the retailers or to a chronic slowness among the wholesalers it is hard to say. But it can be safely said, they are not showing the enterprise at this dull season that is being displayed by their brethren, the wholesale dry goods men.

The millinery houses make one big mistake. They make a stupendous rush for about three weeks just when the openings are on, and then like the bears they retire to winter quarters. It is the everlasting dropping of the water that wears away the stone, and it is the everlasting pounding away at business that brings the largest measure of success.

The feature of the trade during the past four weeks has been the demand for walking hats, despite the efforts of both retailers and wholesalers to discourage them. The ordinary shapes, illustrated last month, are selling well, while squarer crowns are being sold to the extreme trade. The latter are made in imitation of ladies' riding hats and men's silk hats.

REMOVAL SALE.

On the 1st of October S. F. McKinnon & Co. inaugurated a removal sale, preparatory to placing their stock in their beautiful new building, now rapidly approaching completion. This is not a farce sale, but genuine reductions running from 15 to 50 per cent. have been made. In black and colored dress silks, silk velvets, velveteens and dress plushes, some excellent bargains are offered. In dress trimmings and ribbons of all kinds, the stock is new and large, and yet offered at prices which are moving large quantities. Mantle materials in cloth, plush, astrachan curls and sealettes are away down. Some lines of mantles and jackets are reduced 30 to 40 per cent., others 15 to 25 per cent. Hats of all kinds are offered at cut figures, while hat ornaments such as wings, feathers, etc., are lowered from 15 to 33⅓ per cent., some even 50 per cent.

Any millinery dealer who does a decent-sized business can make his expenses and good wages by visiting this warehouse for bargains. Many large dealers have done this, and some large parcels have been sold.

D. McCall & Co.

D. McCall & Co. report a lively demand for walking hats. They control special qualities and makes not found elsewhere. Their advertisement on page 25 is well worth the notice of the trade. This house is always well up with its sorting stock, and retailers can depend on securing what they want, if it is possible to procure it.

SAMSON, KENNEDY & CO.

Samson, Kennedy & Co. have repeats to hand of velvets and velveteens in black and all colors. Sealettes are also shown, and one special line in a fawn can be retailed at \$3.75. It is 56 inches wide, and is both new and valuable. Black, white and gray astrachans are seasonable goods, and are in good demand at present. They have a nice range. Knit shawls, hoods, clouds, wool mitts and all fancy wool goods are being shown, and dealers can always secure everything desirable in this class of goods.

Buckles in jet, pearl and rhinestones are shown in abundance for dress trimming. Six cases of jet trimmings arrived last week. White coney and white angora trimmings are shown for child-

ren's cloaks and dresses. Side combs are again used by those who follow the fashions. They have a new assortment. Large buttons are also well displayed.

Among the newest novelties are golf cloakings and a silk crepon for dress trimming. The latter is shown in the new shades—jacquinet and bluet—and is a most taking fabric.

The specialties of the moment are five lines in dress goods novelties, a drive in velveteens, and a fresh shipment of cream and white moire ribbons.

POINTS FROM A LIVE HOUSE.

W. R. BROCK & CO. have just received a case of the R.D.F. dress facing. This is the article that wears better and is much cheaper than other braids or velvets for skirt facing. The demand has been so great that Messrs. Brock have had to order large quantities by cable, and now hope to be able to supply their customers' demands for this useful and durable dressmakers' requirement.

The dress trimming department received a further shipment this week of fancy lace braid insertions, gimps, jet trimmings, etc. The stock in this department is "up-to-date," and no extreme goods. Just what the trade wants at moderate prices.

The smallware and fancy goods department reports arrivals of hair-pin cabinets, buttons, laces, frillings, ribbons, umbrellas, etc., to sort up stock after the exhibition rush.

They have purchased a line of chenille table covers, being a manufacturer's stock, at a price which enables them to sell them at about one-half of the regular wholesale price. One of the latest novelties from the United States market is a line of Josephine draperies, which for design, effect and durability are striking. They can be used for curtains, coverings of all kinds, such as cushion coverings, and for all kinds of fancy needlework. It is shown in various shades of green, blue, gold and red, and is procurable either in plain or stamped goods. This promises to be a great fad for the fancy goods trade of this season.

Their leading lines of kid gloves, Ava, Laura, Princess, Josephine, Padella, Prince and Otta are selling well and are much appreciated.

Special plum lines are being offered in Cardigan jackets, sweaters and Jerseys.

A large shipment of Swiss embroidered handkerchiefs from St. Gall, also Japanese goods from Tokio, have been received. They were bought specially for the approaching holiday trade.

Golf cloakings arrived last week. This is the novelty of the season in cloakings and Stuart and 42nd plaids are shown as well as fancy check backs.

They are receiving numerous repeats from retailers for their line of grey flannels to retail at 20 cents. Some clearances in shirts and drawers and in top shirts are being offered.

Mr. Darnley, traveler for D. McCall & Co., is now canvassing the Lower Provinces.

Mr. F. H. Hart, formerly woolen buyer for Daniel & Boyd, has been appointed Maritime representative for Chas. Cockshutt & Co., Toronto, with headquarters in St. John. He will cover New Brunswick, Nova Scotia and Prince Edward Island. James Scott, Jr., of the firm, has spent some time in the east, and is more than pleased with the condition and prospects of business affairs there.

THE RETAIL SYNDICATE.

DURING the past week a movement has been going on whereby the retail syndicate of this Province is seeking to force certain arrangements on Toronto wholesalers which the latter regard as inconsistent with the dignity of their business.

This retail syndicate includes such firms as Messrs. Crompton, Appleby & Co., Woodstock; John White, Brantford; Bartlett & McDonald, Windsor; Geddes Bros., Strathroy; Pratt & Watkins, Hamilton; Hall, Gilchrist & Co., Peterborough; G. B. Ryan, Guelph; A. Bristol & Son, Kingston; Geo. Ritchie & Co., Belleville, and Dundas & Flavell Bros., Lindsay. Perhaps about fifteen firms are included altogether. These men have combined to import together and thus secure a better price than if they imported separately. They also purchase their Canadian goods through a local jobber who does their work on commission. Thus they hope to save the middleman's profits and turn them into their own coffers.

For a considerable length of time they have viewed with envy the big city retailer who would go into a Toronto or Montreal wholesale house at the end of the season and clean out the balance of a stock of dress goods, of silks, of embroideries, etc., at a very low price. They have taken steps which they hope will enable them to secure part at least of these bargains.

The wholesalers talk rather disdainfully of the move, and argue that these men do not buy from them regularly, hence they have no right to expect snaps at the end of the season. They declare that if they have snaps they will give them to their customers who buy regularly from them and do no importing.

It will thus be seen that the wholesalers have the theory of their business down fine. But their practice does not run

parallel with their theory. If they find themselves loaded up to the end of the season they are willing to sell to any man whether he represents an Eaton, a Cousineau or a Syndicate. They are going to sell to the man who will give them the most and who will handle the largest quantity. Then they will try to hush the matter up so that their customers, who are not on hand, will not hear of it.

The syndicate, while it may have some redeeming features, will fall to pieces in the ordinary course of events. Its methods are too crude and competition is too keen.

WAGES REDUCED.

Wages in all the cotton factories in Canada under the control of the two big companies have cut wages 10 per cent. This is the way they have of maintaining profits. The public's sympathy is always with the laborer, and will be in this case. It will say, and perhaps justly, "The company might have retrenched at some other point than on wages."

What the cotton companies need is a little less watering of stock, somewhat less of the profits to go to one or two men, a little more freshness about the designs of the goods, and somewhat more care in the regulation of prices.

STOCKS SOLD.

The stock of J. T. Hutchinson, Mono Road, \$1,600, was sold to J. W. Shields, at 55c. on the dollar.

Sloan & Scott, dry goods, Nanaimo and Wellington, B.C., have sold the latter branch to C. R. Masters.



Spring Season, 1895

IRVING & CO.

Manufacturers of . . .

LADIES' UMBRELLAS

LADIES' PARASOLS

LADIES' SUNSHADES

MEN'S UMBRELLAS

We have purchased the plant, etc., of the **Colonial Manufacturing Co.**, and commence operations Nov. 1st. We shall endeavor, by turning out only first-class work, to merit your patronage.

See Our Samples Before Placing Your Orders.

Irving & Co., - Toronto.

Factory, Cor. Yonge and Walton Street.
Entrance, No. 1 Walton Street.

MEN'S FURNISHINGS.

MEN'S furnishings are active at every season of the year. The retail merchant with new and dainty selections is bound to sell at all times. The latest tie, the latest hat, the latest cane, the latest sock, the latest waterproof coat, the latest collar, the latest boot—these are bound to sell, even when times are duldest.

The feature of the past month has been the run to the front of green and grey neckwear. These colors are leading, and the dealer who could get the stock ready quickest got some nice orders.

In hats the full brim, with a considerable dip, is coming steadily to the front, crowns remaining the same. Dark browns are having a good run just now.

Considerable clearing of top shirts, winter underwear, mitts and socks has been going on at the wholesale houses, and stocks are very low.

A. A. ALLAN & CO.

A glance over the spring samples of A. A. Allan & Co. shows that the crowns of stiff hats for spring will be fuller than the extreme styles of this season. Of course, a few of the taper crowns are still shown, but they are less numerous than for fall. The brims show a heavy open role in the newest shapes; and there is also a considerable dip. But in the less extreme shapes, the brim is somewhat closer.

Fedoras are still in the market, and the range of colorings is magnificent. Pearls, cubas, cedars, tans, bronzes, cigars, moles and beavers, make up a long range. The shapes follow last season pretty closely, the brims running from 2 to 2½ inches, and the crowns from 5 to 5¾ inches.

Tam O'Shanters for children's wear are still selling and promise to be good for spring.

WYLD, GRASETT & DARLING.

A large shipment of English collars in all sizes and heights is just to hand with Wyld, Grasett & Darling. The leading varieties are Grandee, Glendowe and Mentone—names familiar to the furnishers of Canada. Two special lines of men's fine natural wool underwear for the best trade are now shown. A job in top shirts will interest the general trade.

In ladies' ribbed underwear they have special lines to retail at 25c., 50c., 75c. and \$1. All are worthy of attention. They have an excellent line of ladies' hose to retail at 25 cents, and a line of plain heavy cashmere to retail at 50 cents. Boys' heavy ribbed goods in all sizes and prices are kept in stock. Ladies' and children's wool mitts and wool clouds are in full display for the sorting trade.

The newest thing in trimmings is the lace effect braid or fancy lace trimming. It is like an insertion, but is used in other ways. Large mantle buttons are in good range.

"I have been in St. John, N.B., for 39 years, and I never saw so many visitors as we have had this year," said Mr. Manson to THE REVIEW. "Numbers and numbers have come by boat and train, and, failing to get accommodation, have returned by the same boat or went west by the night train, and we have lost any amount of money by not having a large summer hotel. There is a good deal of talk about building such a hotel, and they say the C. P. R. will put one up."

A NEW UMBRELLA FIRM.

ONE of the brightest buyers in the Toronto wholesale houses has thrown up a good position and has gone into the manufacturing business. For the past three years Mr. George T. Irving has bought the dress goods, silks and trimmings for Caldecott, Burton & Spence, and has made this department equal to that of any other Canadian wholesale house. Should the same degree of success be attained by Mr. Irving in his new venture, he will be able to count all the best retailers of the country among his customers.

Personally Mr. Irving is a clever and ambitious young man with a host of friends. He entered the establishment of Caldecott, Burton & Spence ten years ago, when he was a mere schoolboy. His natural aptness brought him frequent promotion, and he soon was buying laces, embroideries and house-furnishings for the firm. Ultimately he received the position of dress goods and silk buyer, and as such is well-known to the trade.

Mr. Irving has purchased the business of the Colonial Manufacturing Co., corner of Walton and Yonge streets, Toronto, and will continue to manufacture umbrellas and parasols, as per his advertisement on another page. He has taken over all the stock and materials of this company, and all their spring arrangements, and spring samples will be on the road on November 1st. Over a dozen hands are now employed in the business, and Irving & Co. expect to double the number in a very short time.

The history of umbrella manufacturing in Canada is not the brightest. There have been many trials and few successes. Yet there is no reason for these failures but bad management. American goods of this nature are protected by a 45 per cent. tariff, and are so high in price that they cannot be imported into Canada. All the umbrellas and parasols imported are made by cheap labor in London, England. But their great fault is that the styles are unsuitable for this market, where fashions follow those of New York. The English goods are strong and bulky, and they lack the nice and natty effect of the goods turned out by the American manufacturers. Canadian goods must resemble the American rather than the English, and Irving & Co. will aim in this direction.

With a progressive Canadian manufacturer in their midst, retailers should be able to secure goods which will be more satisfactory to their customers.

E. & S. CURRIE.

Green and grey graduated silk Derbys are leading for the best trade, and E. & S. Currie are busy manufacturing goods of this description. Their new Teck is also finding considerable favor among dealers generally. For a general range of quick-selling neckwear, their display cannot be beaten. Owing to the fact that they are manufacturers, their goods are always up to date in style.

D. K. Mollison, of Mollison Bros., St. John, N.B., was probably the first traveler who sold goods from ocean to ocean. He made the first trip to the Pacific Coast for McMaster, Darling & Co., Toronto, before the Canadian Pacific was completed, taking nine months to do it. He afterwards covered the same ground for Gordon Mackay & Co., Toronto. He is now doing the Maritime Provinces for his own firm.

FALL, 1894**FALL, 1894**

Samson, Kennedy & Co.

THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO; "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

WE beg to ask you to peruse our AUTUMN CIRCULAR, now in the hands of our friends. It is with pleasure we note the effect which it has already produced by the number of orders we have received for our

SPECIAL LINES

And the crowds of buyers that have thronged our Warehouse during the MILLINERY OPENING.

Never before in the history of the house have we had such an early response to our Circular, thereby showing that our numerous customers fully appreciate our efforts to give them THE RIGHT GOODS AT THE RIGHT PRICES.

SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.

TRADE CHAT.

A MANCHESTER, Eng., correspondent writes that during the last two weeks in September the following Canadian buyers visited the warehouses of that city: Messrs. Fraser and Hardy, of Greenshields, Son & Co.; Mr. Bremner, of Hodgson, Sumner & Co.; Mr. Black, of Robert Linton & Co.; Mr. Cronyn, of W. R. Brock & Co.; Mr. Kennedy, of Sanderson, Kennedy & C.; Mr. Gault, of Gault Bros.; Mr. Grasett, of Wyld, Grasett & Darling; Mr. Anderson, of Alexander & Anderson; Mr. Hewat, of McMaster & Co.; Mr. Cockburn, of G. B. Smith & Partners; Mr. Bentley, of Blanchard & Bentley; Mr. Sanderson, of John Macdonald & Co.; Mr. Slessor, of Jas. Johnston & Co.; Mr. Reeve, of J. G. Mackenzie & Co.; Mr. Bizzzy, of Knox, Morgan & Co.; Mr. Boak, of Murdock Nephews; Mr. Barrette, of Thibaudeau Bros.; Mr. Siguere, of McCall, Shehyn & Co.; Mr. Whinnery, of Stobart, Son & Co.

Markham woolen mill is running five days a week.

Fred R. Smith, a Hamilton clothier, was married recently.

R. Score & Son, merchant tailors, Toronto, are enthusiastic over the results obtained from adopting the cash system.

Misses Milne and Wilson, of Toronto, have commenced in the millinery and fancy goods business at Havelock, Ont.

Charles Reid, of Reid, Taylor & Bayne, Toronto, has purchased a fine house on North Drive, Rosedale, price \$10,000.

Mr. J. R. Strome, of Brandon, is opening a branch dry goods store in Rapid City. Mr. Jas. MacCartney takes charge.

Mr. A. W. Grasett, of the firm of Messrs. Wyld, Grasett & Darling, Toronto, has just returned after a thorough tour of the European markets.

Burglars broke into the dry goods store of Fagan & Shewan, Brandon, Man., at an early hour on September 28th, and stole a quantity of goods.

J. S. Boddy & Bros.' dry goods store at Bradford, Ont., was damaged to the extent of \$15,000 on Sept. 27th. Insurance, \$9,000.

John Muldrew, of McMaster & Co., Toronto, has recently purchased a handsome new residence, No. 64 Glen Road, for \$11,000.

A. S. Binns, the well-known representative of R. J. Whitla & Co., Winnipeg, was married to Miss Margaret M. Gray, London, about two weeks ago.

The Schofield Woollen Company, Oshawa, Ont., have made a reduction in the wages for certain jobs of piece work, amounting in some instances to over 25 per cent.

The death of Mr. Nicholas Wilson, Jr., of London, a popular merchant tailor and furnisher in that city, is much regretted. He had been in business there for eighteen years.

J. H. and Mrs. Deeks leave for London, Ont., in two weeks to permanently live there. Mr. Deeks has secured a partnership in a leading tailoring establishment there.—Dundas Banner.

The Montreal Cotton Co. have awarded a contract for the erection of seven new brick cottages at Valleyfield, Que. This is a portion of a number the company proposes to erect next season.

A New Brunswick dispatch of October 2nd says: "Yesterday Charles H. Hatt, chief bookkeeper in Alexander Gibson's factory at Marysville, drew \$3,300 from a bank to pay wages due to-day. The money was deposited in a large vault in Gib-

son's general store. Last night burglars entered the store, blew the doors off the safe, and took \$3,300 in bank bills. They also rifled the till in the shop and took all loose change. No clue to the burglars."

A most peculiar incident is reported from Hamilton. Last Friday a waterproof coat was stolen from Ross & Co.'s store, James street north. Next day the coat was returned by express from Toronto.

About 5 o'clock on the morning of the 4th inst., D. Fisher's woolen mill, Paisley, Ont., was badly damaged by fire, the wool storehouse being completely destroyed. Total insurance, \$9,000; loss, \$8,000.

Mr. Geo. C. Rogers, for many years with Jas. H. Rogers, the hatter and furrier at the corner of King and Church streets, Toronto, has opened a new store at No. 83 King street west, with a fine new stock.

Quite recently Chas. Robertson, aged 46, merchant tailor and councilor, of Charlottetown, P.E.I., attempted to board a moving train at Kingston, missed the handrail and was run over, receiving fatal injuries.

A Bracebridge dry goods merchant and a painter had a spat not long ago, during which the painter threw his paint pot at the merchant, spilling the contents over him and his stock. It cost the painter \$20 and cost.

The Toronto Feather and Down Co., with a total capital stock of \$20,000, in \$100 shares, has obtained its charter, the incorporators being D. Hope, A. Blachford, H. Barber, Mrs. Elizabeth Blachford, James Bink and Charles E. Blachford.

A Milton paper says: "Mr. Wm. McLeod, of Georgetown, has leased the James Eaton premises on Yonge street, Toronto, and will take possession early in 1895." Mr. McLeod has been in the dry goods business in that town for over 30 years.

A leading wholesaler remarked last week: "I have withdrawn every other advertisement in a Canadian trade journal, and will now retain only that in THE DRY GOODS REVIEW. I find it is the best." This gentleman has enlarged his space twice during the past two years.

A meeting of the merchant tailors of Montreal was held at the Monument National, 218 St. Lawrence street, on October 10th. It was decided that the monthly bulletin of the association should be called the Intelligent Tailor Recorder, and should be issued from the above address.

T. M. Kinsman, Oshawa, writes: "In answer to yours of last week regarding subscription to DRY GOODS REVIEW, I would say that I wish to continue a subscriber of yours. I consider it a good paper, and from its columns I procure many valuable hints pertaining to my business."

Hirsch & Cozens, tailors, 72 Bay street, Toronto, have issued a neat circular to their customers. This is a new firm, both men being of English training. Mr. Hirsch has been for several years in business at 354 Spadina avenue. They have two specialties, sovereign trousers and fine Venetian twill dress suits at \$30 each.

Butler & Smith have only been in Simcoe, Ont., about a year, but they have already a large dry goods business. One of their advertising schemes is to issue 5,000 school scribblers. In order to have them judiciously distributed they procure a list of the names of teachers in the county and the number of pupils attending each school. They put their scribblers in

A. A. ALLAN & CO. | John D. Ivey & Co.



WHOLESALE

**Hats, Caps, Furs,
Robes and Straw Goods**

*CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited.

A. A. Allan & Co.

51 Bay Street, TORONTO.

For the assorting season
we keep our stock

Well assorted

. . IN . .

Each Department

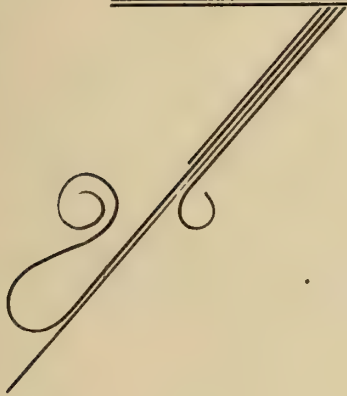
by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.

Write for Prices
of the

“MANCHESTER”



**Odorless
Waterproof
Garments**

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

bundles and mail each teacher a bundle sufficient to go around the school. They then write the teachers asking them to distribute them, and for the trouble this will entail they give them a discount of 10 per cent. off their purchases (for their personal use) during 1894. They have found excellent results from this method of advertising.

The Williams, Greene & Rome Company, of Berlin, have made a settlement with their creditors, and will continue the business as formerly. The company pays the creditors 60 cents on the dollar as a compromise, and they are now in as good a shape as ever they were, being \$40,000 ahead. The usual number of hands will be employed, and the ten travelers will be sent out on the road again as soon as possible.

The Richmond Water Power Co. has another factory project in view, that of the manufacture of trunks, valises and satchels, in wood and leather; to employ from twenty to forty hands. The company had an interview with the Melbourne Council in regard to restoring the bonus of \$2,500 voted to the dam, of which the company had not availed themselves.

One of THE REVIEW's canvassers writes thus from Victoria, B. C.: H. Knowles, representative of the Dominion Suspender Co., has been my companion on part of the trip and he is a hustler. Moreover, all the furnishing men tell me that the line of goods sold by this firm beat anything on the continent. From this, the bulkiness of Mr. Knowles' orders can be readily explained. Mr. Knowles has been connected with this company for four years.

During the eight months ending August 31st. the United States importation of free goods declined from \$303,267,483 to \$269,897,164. The dutiable imports declined from \$275,757,277 to \$183,030,177. The exports declined from \$517,025,698 to \$504,463,442. The United States decline in imports is thus about 22 per cent., while exports declined only about 2 per cent. Canadian imports declined fully as much, but the exports increased about seven per cent.

The Toronto Empire of the 12th inst., says in its dry goods report: A gratifying feature of payments of late is the increased amounts received from merchants in Manitoba and the North-West. Wholesale houses here who do business with the westerners are outspoken in their regard for the pluck shown by the merchants, as a class, of Manitoba and the North-West. "There is scarcely an instance," said a leading jobber to-day, "of a retailer in the west offering to compromise. They talk nothing less than 100 cents on the dollar. When a retailer in the older provinces gets into a hole there are any number of lawyers and assignees to talk him into a compromise, and the outcome is that he throws up the sponge with the idea of making something for himself out of his assignment. My experience with the merchants of Manitoba and the North-West, however, is that they will fight against adversity, and eventually make their payments in full, coming out of their difficulties with honor to themselves and credit to the trade."

AMONG OUR READERS.

ST. JOHN, N. B.

"MY experience," said Fred. A. Dykeman to THE REVIEW, "is that window dressing is one of the most important departments of my business. On a much frequented thoroughfare, such as this one, the number of people who pass and see the window are greater than the number who read the paper. I have tried the experiment of advertising—and I am always using

the four dailies here—a good line and then putting another equally fine but different lot of goods in the window, and the results from the latter were quite as good as those from the papers."

Chas. A. Everett, of C. & E. Everett, thinks they have the longest established hat, cap and fur house in Canada. His father began in 1824, and he went into partnership with him in 1848. Their present position is within 200 feet of the original stand. Mr. Everett at one time represented his constituency in the Dominion Parliament.

A. O. Skinner goes to Montreal about September 25 to make next season's purchases of oil cloths. If any of the importers have something extra in carpets he might be induced to look at them.

S. C. Porter, who carries a very nice stock of dry goods, buys largely from Stewart & McDonald, Glasgow. He has been dealing with them constantly for over twenty years, being formerly with the late firm, Turner & Finlay.

C. B. Robertson, of Daniel & Robertson, is in New York purchasing notions for the winter trade. He is laying in a stock of American fringes, draperies, shaker flannel, blankets. The latter, by the recent change in duty, he is able to buy to better advantage there than in Canada.

John Calder does a steady trade in general dry goods. He imports the bulk of his supply from Glasgow. "They are giving us goods now in any quantities we want," said Mr. Calder to THE DRY GOODS REVIEW. "They will cut the better qualities of dress goods in dress lengths, 6½ or 7 yards as we want them. In cheap goods they will send out two or three dress lengths."

"We are doing a very nice business in mantles and dress goods," said B. J. Dowling, of Dowling Bros., to THE REVIEW. "We buy most of them from Berlin, but we occasionally get a few from the west. Alexander & Anderson, Toronto, sold us a nice line last year; they were very good, but a little too good for our trade here. We make up quite a few ourselves during the season. We had a tremendous demand for the tight-fitting jacket with leg-of-mutton sleeves, and could not supply it. Our fall goods are just arriving now, and we look for a run on jackets with large stitched rever, with a leg-of-mutton sleeve considerably larger than last year."

MacAulay Bros. & Co. are doing a jobbing business in hosiery, lace curtains and a few lines of ribbons. These they import direct, and sell to one firm in each town only. They have been doing this trade for the past eight years, and find it works very satisfactorily. It gives them a profitable line, and the retailers get something in which they have no local competition. They send their samples by mail, and retailers order from them. They have done a little business west, but have not pushed it."

Charles K. Cameron makes a specialty of corsets, and probably does the largest business of this kind in St. John. He has a special make, "Cameron's Health Corset," which is not only popular, but is a good advertisement for him. The other half of his store is devoted to millinery and fancy goods.

The wholesale and retail trade who waited on the two commissioners from the Dominion Cabinet on the tariff reform last fall agreed that 25 per cent. all round on dry goods would be ample protection for any manufacturer, and no dealer would object to this. Some of them who urged this wonder why their suggestions were not adopted, and now ask that the notes of interviews be published to show how far the Government followed the recommendations of the trade.

Kinnear Bros., who began in the men's furnishing business last spring, have a good stand just next the Royal hotel, in which they are catching a good deal of the extensive travel which has been passing through St. John. They divide their shop with C. B. Pidgeon, a merchant tailor, and both have found this an advantage, as the trade of each draws in customers for the other, besides dividing rent. Harrison Kinnear spent a few days in the early part of the month among the Montreal jobbers.

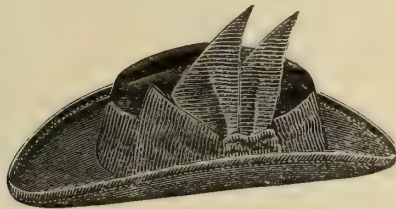
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FALL AND WINTER

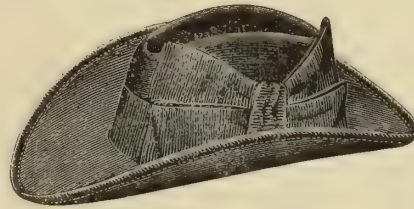
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Walking Hats

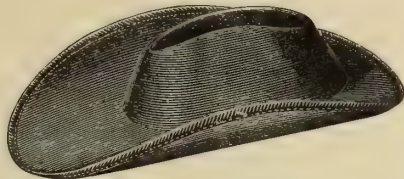
THE
Latest
and most
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Ideas in
Walking
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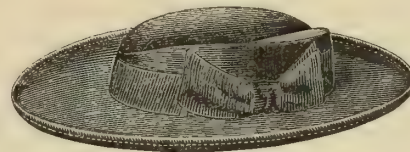
No. 68. Trimmed



No. 807. Ladas. Trimmed.



No. 504. Untrimmed.



No. 75. Trimmed.

COLORS

Black
Brown
Tabac
Fawn
Navy
Cardinal

Manufactured exclusively for ourselves, in the Best Quality
of Wool Felt.

Stock constantly on hand of
above Leading Shapes in
all colors, in both . . .

Trimmed and Untrimmed

Orders by letter or telegraph will be promptly filled.

D. McCALL & CO.

Wholesale Millinery

 TORONTO, ONT.

THE CLOAK TRADE.

WONDERFUL indeed is the growth of the trade in ready-to-wear cloaks. Some years ago, two or three cases would do the large retailer, now he uses \$10,000 worth in a season. Then the small retailer bought one mantle a year—that was for his wife; now he carries a respectable stock, has numerous cloth dummies to exhibit them on, and is teaching his salesmen the value of this department of the business.

The Germans are the leaders in cloak manufacturing, and any similar work on this continent is done mostly by German Jews. These men seem to have a knowledge of this business which no other class can acquire. The cloak manufacturing in New York, which has grown to such large proportions, is in the hands of this class. They also are found in the factory of Alexander & Anderson, having been specially brought to this country to make this industry a success.

As regards Canadian cloak manufacturing, Alexander & Anderson's establishment stands at the head. Although only under its present control some eighteen months, it has been brought to a state of perfection which is surprising. Mr. Alexander has devoted his time to the introducing of new ideas, better system, and greater attention to the details of manufacturing to such an extent that the goods turned out cannot be surpassed by any imported goods. The truth of these remarks can be verified by any doubting Thomas. The finish, cut and style of these garments are irreproachable, and deserve the close attention of every merchant who deals in this class of goods.

All the fashionable styles and colors are made up, and in this respect the firm give the preference to the American over any other, as Canadian ladies invariably follow New York styles. One of the most popular styles of ladies' coats shown is what is called the Princess of Wales. This has a very stylish cut, and is made up in various shades of fawn, wood browns, navys and myrtles, either in faced cloths or in rough effects. Another stylish coat is called the Prince Albert. This coat is made with a one-piece back and is much in demand by ladies who possess graceful figures. The Princess Alix combination is the latest thing in ladies' garments. This is made in two pieces—a jacket and a cloak. The cloak is so made that it can be worn as a skirt to the jacket, and this makes a very swagger coat. The skirt can then be worn as a cloak during mild weather, or else the waist, which makes a fine jacket with an Eton effect, can be worn alone. Another combination is to wear the skirt over the jacket as a cloak for very cold weather. This garment is a marvel, and the finish on the front and throughout is exquisite. Another fashionable style is called the paletot. It is very much in demand in New York, and has long, graceful skirts. The cloth is brown, faced with black moiré revers, and large sleeves. A very handsome style of coat is also made up of black beaver, with Persian lamb revers and edge seams. It is finished with a three-piece back and a military front. Another jacket of wood-brown, with moiré sleeves, and front trimmed with passementerie braid, is worthy of notice. Another style that is obtaining much notice and is the rage in England and New York this season is the famous golf-cloak. A great many styles of these golf capes are shown, an endless variety of colors, with different linings, some with capes and others with capote hoods. The most noticeable feature of the product of this interesting department is the beautiful finish and trimmings in all the work

turned out. The retail trade will doubtless find it preferable to deal with a local manufacturing establishment of this character that turns out all the fashionable lines, over foreign houses, where it is almost impossible to obtain the very latest up-to-date ladies' coat or mantle.

SPECIALS AND CLEARANCES.

Specials and clearances are numerous at the warehouse of John Macdonald & Co. just now. Three low lines of flannel-ettes have just been passed into stock, and they claim that the value is right. Twenty patterns are shown in each line. A large shipment of both cotton and Oxford shirtings is to hand, and also a large number of cases of cottonades and denims. The prices in these three lines are, of course, away down, and dealers are safe in stocking heavily at present quotations.

Prints for spring promise to remain at last year's prices. Their full range of spring goods of this character was on the road on the 10th inst., and they claim to be the first house to show the full range of the season's goods. Such enterprise will no doubt prove once more the old saying that "the early bird catches the worm."

In their dress goods department, fewer clearances are to be seen than at this time last year, but, nevertheless, some bargains are offered, and are being rapidly picked up. Two special lines of serges are being offered, to meet the urgent demands of a serge season.

A LINE OF SPRING SAMPLES.

While the sorting season in carpets and curtains is not yet over, and considerable trade on immediate delivery is still being done, John Macdonald & Co.'s travelers are out with spring samples. The range is longer than that shown at this time last year, and perhaps the most prominent new feature is the numerous patterns in carpets containing the new shade of green in a variety of combinations.

In Brussels, prices remain about the same, in spite of the increased duty now paid on carpets. In fact, in a few lines, the price is somewhat lower. The patterns and designs are all new, and show that Brussels manufacturers have not yet exhausted their ingenuity.

The tapestries follow the Brussels in patterns and colorings, and the same remarks on prices will apply to the former as well as to the latter.

In lace curtains new patterns are extensively shown, all personally selected by the buyer, Mr. Dewar, who has had a long experience in this kind of work. They claim to be showing better qualities than ever at the popular prices.

Chenille curtains and table-covers are down in prices very considerably, and dealers must purchase from reliable houses to get full advantage of this.

Their stock of rugs is very large. In Axminsters the Princess, Excelsior and Mecca are leading varieties. Wiltons are in good display. Sheepskins comprise a large variety of colorings.

Cocoa mats and matting, napier mattings, hemp carpets, linoleums and floor and table oilcloths make up the range of goods carried in this department of John Macdonald & Co.'s business.

EAGLE KNITTING CO.,**HAMILTON,**MANUFACTURERS OF **HYGEIAN** BRAND OF CHILDREN'S
THE CELEBRATED AND LADIES'**Vests, Drawers and Combinations**

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



WARNING—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

ThibaudEAU Bros.**& Co.**

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN
DRY GOODS**THIBAUDEAU FRERES & CIE.***Quebec.***THIBAUDEAU BROTHERS & CO.***London, Eng.***THIBAUDEAU BROS. & CO.***332 St. Paul St.***MONTREAL****FLANNELLETTE SHIRTS**

WILL GIVE . . .

SIZE
VALUE
FINISH
HOLD FOR PRICE.
WRITE FOR PRICE.
Spring Underwear and Half Hose

Mr. Brais has just returned from an extended trip in England and on the Continent. Our travellers are now out and showing full range of above goods from the leading Manufacturers. See lines specially made for us.

White Shirts,
Collars and Cuffs.

Makes: Canadian, English, and German.

FRENCH BRAÇES A SPECIALTY.**FALL GOODS . . .**

We are now jobbing

WOOLLEN UNDERWEAR
and HALF HOSE.
WRITE FOR SAMPLES.**GLOVER & BRAIS**
184 McGill Street,
MONTREAL.

FROM FOREIGN MARKETS.

LONDON WOOL SALES.

LONDON, Oct. 10.—At the wool sales to-day 11,302 bales were offered. The United States took 500 bales at extreme prices. Any fine cross-breds sold readily at very full rates. Shabby parcels were irregular. Inferior merinos dragged, and occasionally went in buyers' favor. Falkland wools, which were mostly of poor quality, rather declined, and many bales were withdrawn. To-day's sales in detail were as follows:—New South Wales—2,000 bales; scoured, $5\frac{1}{4}$ d. to 1s. $2\frac{1}{2}$ d.; ditto locks and pieces, $5\frac{3}{4}$ d. to 1s.; greasy, $5\frac{1}{4}$ d. to 10d.; ditto locks and pieces, $5\frac{3}{4}$ d. to $7\frac{1}{4}$ d. Queensland—200 bales; scoured, 8d. to 1s. $1\frac{1}{2}$ d.; greasy, $5\frac{1}{2}$ d. to $8\frac{3}{4}$ d.; ditto locks and pieces, 8d. Victoria—1,300 bales; scoured, $7\frac{3}{4}$ d. to 2s. 1d.; ditto locks and pieces, 6d. to 1s. 2d.; greasy, $4\frac{3}{4}$ d. to $10\frac{1}{2}$ d. South Australia—800 bales; scoured, $7\frac{3}{4}$ d. to $11\frac{1}{2}$ d.; ditto locks and pieces, $6\frac{3}{4}$ d. to 11d.; greasy, $4\frac{1}{4}$ d. to $8\frac{1}{2}$ d.; ditto locks and pieces, 3d. to $5\frac{3}{4}$ d. New Zealand—3,100 bales; scoured, 8d. to 1s. $4\frac{1}{2}$ d.; ditto locks and pieces, $5\frac{3}{4}$ d. to 1s. $0\frac{1}{2}$ d.; greasy, 4d. to $10\frac{1}{2}$ d.; ditto locks and pieces, $4\frac{3}{4}$ d. to $6\frac{3}{4}$ d. Cape of Good Hope and Natal—2,300 bales; scoured, $6\frac{1}{2}$ d. to 1s. 4d.; greasy, $4\frac{3}{4}$ d. to $7\frac{1}{2}$ d. Falklands—1,300 bales; greasy, $5\frac{1}{2}$ d. to $7\frac{3}{4}$ d.; ditto locks and pieces, 3d. to 6d. To-day's sales were conducted by Irwell & Co., Hoare & Willner, and Overbury, Helmet, Schwartz & Co. They say competition was spirited, bidding was most keen, and the demand was active for all good wools. A parcel of superfine hot-water washed fetched extreme rates.

LONDON, Oct. 11.—The attendance at the wool auction sales to-day was fair, and the tone better. Competition was good, even for faulty goods. American buyers took 400 bales of greasy Victoria wools. The American purchases so far amount to fully 16,000 bales. German, French and English were all active buyers. The number of bales offered was 11,978, of which 1,500 bales were withdrawn. Following are the sales in detail: New South Wales—509 bales; scoured, 9d. to 1s. $1\frac{1}{2}$ d.; greasy, $4\frac{1}{2}$ d. to 8d. Queensland—206 bales; scoured, 10d. to 1s. $2\frac{1}{2}$ d.; greasy, $5\frac{1}{2}$ d. to 6d. Victoria—2,439 bales; scoured, 3d. to 1s. 5d.; greasy, $5\frac{1}{2}$ d. to 11d. South Australia—250 bales; scoured, 6d. to 10d.; greasy, 4d. to $7\frac{1}{4}$ d. New Zealand—7,653 bales; scoured, $4\frac{1}{2}$ d. to 1s. 2d.; greasy, 4d. to $9\frac{1}{2}$ d. Cape of Good Hope and Natal—1,726 bales; scoured, $7\frac{1}{4}$ d. to 1s. 4d.; greasy, $3\frac{3}{4}$ d. to 8d.

THE COTTON MARKET.

A Manchester letter of September 29th says: "During the last week cotton has experienced a sudden and somewhat unexpected fall in price. This is the more remarkable as the stock here is still declining in quantity, and is likely to continue shrinking for a few weeks to come. The present condition is entirely due to the fear of an unprecedentedly large supply in the near future. The new crop shows signs of being a "bumper," and though it is as yet far too early in the season to attach any great importance to the receipts at the ports, nevertheless, certain significance attaches to the fact that the receipts this season are the heaviest known for any corresponding period. Prices have shrunk 5-32d., and are fast approaching the lowest level reached. The minimum recorded price in cotton was $3\frac{1}{2}$ d. per lb. in 1848, when taking quality into consideration it was about equivalent to $8\frac{3}{8}$ d. for American to-day. Many merchants expect to see this price reached before the year closes.

LIVERPOOL, Oct. 11, 4 p. m.—Closing: Cotton—Spot, fair demand; freely met. American middlings, $3\frac{3}{8}$ d. Sales of the day were 15,000 bales, of which 1,000 bales were for speculation and export, and included 13,800 bales American. Receipts, 10,100 bales, all American. Futures opened quiet, with a moderate demand, and closed barely steady at the decline. Spot quotations: American middlings, fair, 3 27-32d.; good middlings, $3\frac{1}{2}$ d.; low middlings, 3 9-32d.; good ordinary, 3 5-32d.; ordinary, 2 9-32d.

John J. Dixon & Co. report the following fluctuations on the New York Cotton Exchange:

	Opening. Cents.	Highest. Cents.	Lowest. Cents.	Closing. Cents.
November	5.83	5.83	5.79	5.80
December	5.92	5.92	5.85	5.86
January	5.98	5.98	5.91	5.92
February	6.04	6.04	6.97	5.98
March	6.10	6.10	6.03	6.04
April	6.09	6.10	6.09	6.10

SCOTCH MARKETS.

A Glasgow despatch of September 29th to the Drapers' Record says:

"There is no activity in the Glasgow retail trade, and an improvement is not now expected until the coal strike has been settled.

"Complaints are still to hand with reference to the South of Scotland tweed trade. Confirmation orders are not coming in well, and consequently a number of looms are idle. A few makers are reported to be busy. It is believed that the lowest prices for wool and yarn have been reached, and many manufacturers have, therefore, placed large orders with the dealers.

"The Kirkcaldy linen industry is in a fairly active condition, the most of the factories running full time. An improvement has taken place in the linoleum and floorcloth industries."

The Dundee trade report says there is very little change noticeable in the position of affairs. Orders are not over plentiful, and the advance seems checked. In the linen department, United States reports continue good, and business there will develop as the season advances, and the effects of the tariff become better known.

THE INDIAN COTTON CROP.

The first cotton forecast of the Central Provinces of India for the season 1894 states that early rain in June enabled cotton-sowings to be started in good time, and in all the important cotton-growing tracts the operations were facilitated by moderate rain, with short breaks during the latter part of June and the beginning of July. Crops germinated well, and weeding started, but was impeded temporarily by heavy falls of rain in the third week of July. A timely break in the last week of July was very beneficial, and the weather has since been favorable. Crops in all the districts where cotton exports are important are progressing, and prospects of a full outturn are decidedly good. The above remarks apply to 75 per cent. of the cotton area of the provinces. In Hoshangabad, Saugor and Chhattisgarh heavy rain has done some damage, but fortunately these are all districts where cotton is of minor importance.

CREFELD SILK TRADE.

At Crefeld the demand for silk fabrics by retailers is fair but not large, and travelers on the road are picking up the first autumn business with retailers. Wholesale houses, having ordered very sparingly for the autumn, have only small stocks,

Wyld, Grasett & Darling Mantles ^{AND} Jackets

Have recently received

Large Shipment of Great Job Purchase of Flannelettes, perfect goods; offering these to clear at much below anything hitherto sold by the house. Shirtings in all prices, latest designs, including Galatea Stripes. 8 oz., 9 oz., and 10 oz. Cottonades; new goods at the lowest prices.

GREY COTTONS AT NEW PRICES

Imported Woolens, Overcoatings in Meltons, Naps, Beavers, Friezes, etc. Full assortment of Heavy Suitings, Trouserings, Vestings, etc. A very complete range of Tailors' Trimmings always on hand.

WYLD, GRASETT & DARLING
TORONTO.

*THE subscribers desire to call attention to their **MAGNIFICENT DISPLAY** of **NEW** and **STYLISH CREATIONS** for the **EARLY FALL** and **WINTER TRADE**.*

*Our "**PRINCESS ALIX**" Combination Jacket is a pronounced success. "**GOLF CAPES** a specialty.*

INSPECTION SOLICITED.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

GREEN **NECKTIES**

**ARE HAVING
A RUN.**

We have just opened a shipment of novelties in Silks, comprising new effects in Green and Black, Red and Black, White and Black, and different weaves of silks in Grey Combinations.

These lines are now being shown by our travellers, in all the new shapes in Tecks, Four-in-hands, De Joinvilles, Bows, etc.

Letter Orders get Prompt Attention.

E. & S. CURRIE

64 Bay Street, Toronto.

A Carpet Trade

WITHOUT STOCK

Not a difficult matter, when you know us. You do know how difficult it is—practically impossible in nine cases out of ten—to carry a stock of carpets of sufficient size and variety to enable you to please your customers with any degree of satisfaction—if at all.

Beyond any doubt we carry the largest assortment of carpets, linoleums and oilcloths in the Dominion. You can arrange with us to secure samples of the most sure selling lines. From out of these you will, invariably, be able to make a sale. Ascertain how many yards are needed and despatch us the order. The goods will go to you by return freight or express. Good scheme—isn't it?

John Kay, Son & Co.

34 King Street West,

TORONTO.

and there is a prospect of their being steady buyers this autumn from manufacturers' stock if the consumption of silk fabrics is anything like fair. For the present, however, manufacturers are not benefiting by the improved business outlook, and the looms are not so well provided with work as is usual at this time of the year. The policy of buyers, which has been a hand-to-mouth one for some time past, has not changed, and the improvement in the raw silk market has caused no change either in the price obtainable for goods or in buyers' disposition to make large purchases. The summer has been sufficiently rainy to be favorable to the umbrella business, and consequently umbrella silks have done fairly, and are still keeping a good number of looms at work. Tie silks have been ordered for next spring in fair quantities, and export orders for these have been fair. Manufacturers are, therefore, keeping their production of tie silk up to a good level.

AUSTRALASIAN WOOL EXPORTS.

From 1st July, 1893, to 30th June, 1894.

COLONY.	1894. Bales.	1893. Bales.	Increase. Bales.	Decrease. Bales.	1892. Bales.
N.S.W.....	724,628	638,892	85,736	—	624,219
Victoria....	461,468	452,870	11,598	—	466,898
S. Australia.	172,431	148,476	23,955	—	156,443
Queensland.	130,388	190,829	—	60,441	184,703
W. Australia	22,931	16,662	6,269	—	22,512
Tasmania...	15,773	19,274	—	3,501	17,617
N. Zealand..	368,357	345,956	22,401	—	308,861
Totals.....	1,898,976	1,812,959	149,159	63,942	1,791,253
	Net increase, 86,017.				

H. BRISTOL & SON, PICTON.

This firm was first established in Picton by the senior partner in 1857, and has continued uninterruptedly until the present time. They occupy a substantial three-storey brick building, with a frontage of fifty-six feet, one half of it having a depth of over one hundred feet and the other half seventy-seven feet. It contains general dry goods, carpets, oilcloths, millinery and mantles, ready-made clothing, tailoring and dress-making, occupying five sale-rooms of seventy-five by twenty-six feet. Three years ago the whole store was remodelled and fitted up in first-class style, and is not surpassed by any in Ontario outside of the cities. The number of hands employed, exclusive of the dressmaking and tailoring, at the present time is twenty-seven, and, judging from appearances, they all have enough to do to keep them busy.

FLAX.

Flax thrives in situations from the sea level to very high elevations. It is cultivated in Russia, Italy, Austria, Belgium and other European countries, as well as in Egypt, Turkey, India and China. When grown for fibre it gives a small quantity of seed, but as a seed crop it yields only a coarse fibre.

Flax grown from fibre alone, in Ireland, costs about \$50 an acre for both cultivation and preparation. Irish flax growers pull their crops before the seed is formed to obtain a better quality of fibre. It is proposed now to sacrifice something of the value of the fibre by allowing the seed to mature.

An increased impulse to flax culture in Scotland seems likely to be given by the invention of machinery for scutching the flax. A well-known firm in Leeds is manufacturing a newly invented machine which is said to work to perfect satisfaction, yielding a good fibre, with very little tow, and without breaking or damaging the tenderest fibre of the flax.

SITUATION WANTED.

TO HOUSES STOCKING SWISS EMBROIDERIES, having already, or wishing to open a branch office in St. Gall. Smart, energetic and pushing young man with intimate knowledge of the embroidery trade, gained through 15 years' practical experience in all its branches, is open to accept engagement as Manager of same. Expenses very small. A 1 references. Address Y. M., Dry Goods Economist, New York City. (11)

BUSINESS CHANCE.

FOR SALE—IN A WESTERN CITY—FANCY DRY goods business; established 16 years; all sales cash only; well assorted stock, \$8,000; this is an opening that seldom occurs; an enterprising man can do profitable business at once; best business block. Apply G. C., Samson, Kennedy & Co., Toronto. (10)

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED,**
FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

Superior Garment Dyeing and Cleaning in
all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
 { 123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

We have now been
40 years in business, and
the 26,736 safes we
have sent to the different
parts of this Dominion,
show that the merit of our
goods is appreciated-----
somewhat.

J. & J. Taylor

Toronto
Safe
Works.

TORONTO CARPET MFG. CO. LIMITED

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN
CARPETS

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER
CARPETS

The Maple
Leaf
Brand

The "Imperatrix"
Axminster

KENSINGTON
ART SQUARES
IN ALL SIZES
INGRAIN CARPETS
IN ALL
QUALITIES

AXMINSTER
SQUARES, RUGS, MATS,
BODIES
BORDERS
STAIRS

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893 —

TORONTO CARPET MFG. CO. LTD.



1/4 size fac-simile of package.

BUTTERMILK TOILET SOAP

THE BEST SELLING TOILET
SOAP IN THE WORLD.

Excels any 25 cent Soap on the Market.
Nets the retailer a good profit.
When sold at a very popular price it
will not remain on your counters. Try
a sample lot.

The quality of this soap is GUARANTEED. See
that the name "BUTTERMILK" is printed as above
"in green bronze" and the name "Cosmo Buttermilk
Soap Company, Chicago," in diamond on end of pack-
age. Beware of Imitations.

Cosmo Buttermilk Soap Co.

84 ADAMS ST., CHICAGO

F. W. HUDSON & CO., Sole Agents, TORONTO.

BUY . . .

The goods that will give you the best value for the
money. Do this in every line, but more especially in
such goods as Men's, Boys' and Youths'

BRACES

This you can do by purchasing from C. N. Vroom, St.
Stephen, New Brunswick. His goods are made with the
greatest care as to quality of material and workmanship.
When you buy as here indicated you will have something
that will

SELL.

MOULTON & CO.,

10 St. Peter Street, MONTREAL,

MANUFACTURERS OF

CORDS, TASSELS, ORNAMENTS, BARREL BUTTONS, ETC.

Agent for Ontario { **BEN ALLEN,**
32 Colborne Street, TORONTO

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for
Travellers, Sportsmen, and Mechanics. For sale by all whole-
sale houses. Wholesale only. Largest and only manufacturer
of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

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WHOLESALE

Men's Furnishings

Board of Trade Building, - - MONTREAL
73 St. Peter St.

Letter orders receive our personal attention

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PERRIN FRERES et CIE.

GLOVES

7 Victoria Square, Corner St. James St.,

MONTREAL.

ARE THE BEST.

ARE THE CHEAPEST.

ARE PERFECTION.



DO YOU STOCK THEM? —

"Maltese Cross" **Mackintoshes.**
BRAND

Sold by all the leading wholesale houses. Will never grow hard.

ODORLESS, TAILOR FASHIONED, SEAMS SEWN.

... MANUFACTURED SOLELY BY ...

The **Gutta Percha & Rubber Mfg. Co.**
of TORONTO, Ltd.

61 AND 63 FRONT STREET WEST, TORONTO

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co

MANUFACTURERS OF

WINDOW SHADES

Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.

24 BAY STREET

Send for Color Book
and Price List. . . .

Toronto, Ont.



TWELVE FIRST MEDALS.

A large stock of these GOOD VALUE Corsets always on hand at
JOHN MACDONALD & CO'S, TORONTO.
MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

"FITS LIKE A GLOVE."
THOMSON'S
ENGLISH MADE,
Glove-Fitting. Long Waisted. TRADE MARK.
CORSETS At Popular
Prices:

The Perfection of Shape, Finish and Durability.
APPROVED by the whole polite world.
SALE OVER ONE MILLION PAIRS ANNUALLY.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

THE DOMINION COTTON MILLS COMPANY.

MAGOG PRINTS.

A Full Range of PURE INDIGO PRINTS is now
being shown to the trade. Ask Wholesale Houses
for Samples.

All Goods Guaranteed and stamped "WARRANTED
PURE INDIGO."

D. MORRICE, SONS & CO., Montreal and Toronto
Selling Agents.

GOOD BOOKKEEPERS

Often go astray in the preparation of Balance Sheets, Profit and Loss Accounts,
and the adjustment of Capital Accounts. Unless you have competent inspection
the errors pass uncorrected. My forte is a knack for dealing with them.

A. C. NEFF,

Chartered Accountant, Auditor, Trustee, etc.

32 Church St., Toronto.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

Crown Lavender Saits

Annual sales exceed 500,000 bottles.
Sold everywhere.

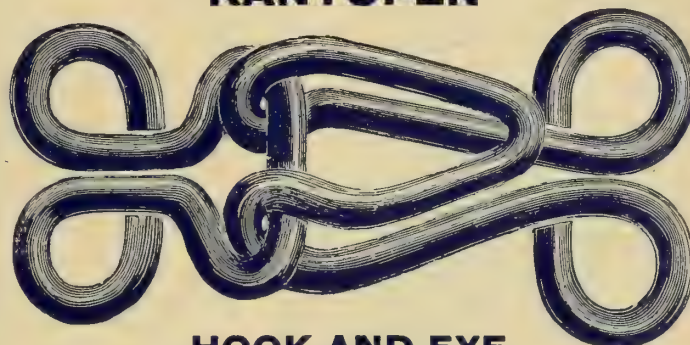
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177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



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HOOK AND EYE

Ask any Montreal jobber for it.

THE CANADIAN NEEDLE CO.

Office and Sample Room, 15 Victoria Sq., Montreal

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

STAIR PADS

HAMILTON,
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JOHN MACDONALD & Co.

TO THE TRADE

Filling
Letter
Orders
A
Specialty.
Try
Us.

Do you want to assort
Your stock with
General Dry Goods
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Haberdashery
Woollens and Carpets

AND

Do you require Novelties
In Fancy Goods for the
Christmas Trade.

The
Great
Assorting
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Dominion.

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THE RETAIL SYNDICATE | In This Issue.
SECOND PRIZE ESSAY |

1891
*THE CANADIAN
DRY GOODS REVIEW.*

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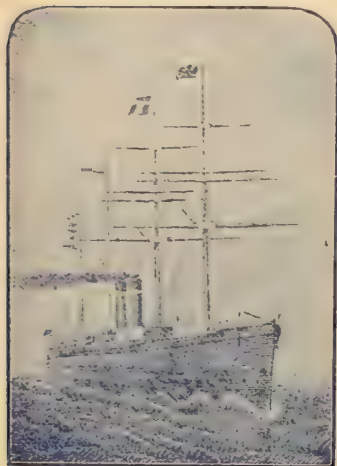
**THE MONTREAL
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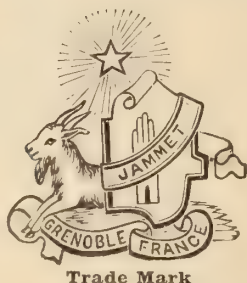
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Fur Trimmings Opossum—Black and Natural; Grey and Black Coney, Silver Fox, Grey Squirrel.

New Braids Fine and Heavy Mohairs, Basket Patterns, Lace Insertion Braids—Black and Colored.

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Cape Cloths A large lot of Box Cloths, in Fawn, Black, Browns, Navy and Myrtle.

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TORONTO

CANADIAN DRY GOODS REVIEW

VOL. IV.

TORONTO AND MONTREAL, NOVEMBER, 1894.

NO. 11.

**THE J. B. McLEAN PUBLISHING CO.
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SIGNS OF THE TIMES.

THESE be troublesome times in the wholesale dry goods trade, and the future seems dark and dreary. The volume of wholesale trade this year will be fully 25 per cent. less than last year, and this means that profits have been seriously cut into. This naturally leads to the enquiry, "Is wholesaling a necessity or even a possibility of the future?"

This is a question which was answered by a leading wholesaler last week. He claimed that while wholesaling to the rural dealers would continue in a pickaninny way for many years, the trade with the larger and better retailers in the cities had already passed into other hands; that these men were importing more than ever, and where possible were buying their domestic goods direct from the manufacturer through commission agents. If this be so, then a revolution is going on, which only a few are shrewd enough to notice.

The signs of the times are hard to read. But some are capable of interpretation. The number of buyers for retail houses who cross the ocean to make their purchases is double what it was ten years ago; some claim it is treble. The large retailers buy cottons and woollens from the Canadian mills at an

advance varying from one to five per cent., but are forced to place their orders with the wholesalers, who are not then wholesalers but commission agents. Some sixteen retail firms in Ontario have combined to purchase all their goods together and thus save the middleman's profit—a scheme referred to elsewhere in this issue. An increased number of manufacturers have gone direct to the retail trade for their business. How are these signs to be interpreted otherwise than to mean that the wholesaler will soon cease to be the most important dealer in dry goods in this country?

THE REVIEW is in possession of information, absolutely reliable, that several large manufacturers are considering the question of selling direct to the retail trade instead of the wholesale, as they have been previously doing.

Should this change be brought about, what would be its meaning? It would certainly mean the loss of a class of men who have been leaders in the trade and commerce of this country. We refer to the wholesale dry goods men. These men have necessarily been men of large calibre and abundant energy, men who were public-minded enough to lead in many reforms, and whose enthusiasm has materially assisted in the making of this country. It would mean that Canadian manufacturers will have to adopt new methods of doing business, and come out of the shell of inactivity which, during years of inaction, has grown around them. It would mean that wholesalers' brands would be displaced by manufacturers' brands, and the latter would be the ones most familiar. These brands would necessarily be Canadian, and not imitations of foreign brands. In fact this change would undoubtedly have occurred ere this if the Canadian Government had a patent law, which did not tax a manufacturer \$30 for registration of every trade mark or brand. This exorbitant fee has been and continues to be a great weight on progress in this direction.

Whether all these changes are imminent or not, the future will disclose. But the signs lead in that direction, and the more thoughtful men in the trade prognosticate a change. The small retailer has passed away in the large cities, and in the small cities and larger towns he has been terribly squeezed. The large retailer remains undisputed occupant of every field on which he has entered, and this is the man who is undermining wholesaling. His number in Toronto is about six, in Montreal he is more numerous, in Ottawa, Kingston and London he is less numerous, but he is there growing larger and larger with the succession of seasons. The new system of larger retailers leads naturally to direct importing, therefore this will be a more prominent feature of the Canadian trade in the future.

SEPTEMBER IMPORTS AND EXPORTS.

PERHAPS nothing explains and illustrates the course of trade as the Government returns. Hence some tables are given for the September trade, and a few lessons drawn therefrom which are exceedingly instructive.

	1894.	1893.
Total importations, free	\$4,062,367 00	\$5,511,765 00
" " dutiable	5,296,073 00	6,665,526 00
	\$9,358,440 00	\$12,193,226 00

TEXTILE IMPORTS.

	1894.	1893.
Cotton, manufactures of	\$265,316 00	\$325,020 00
Fancy goods	157,444 00	174,722 00
Furs, manufactures of	54,198 00	59,175 00
Hats, caps and bonnets	102,482 00	122,994 00
Silks, manufactures of	212,893 00	314,325 00
Woolen, manufactures of	917,939 00	1,225,997 00

COMPARISON OF DUTIES.

	1894.	1893.
Duties collected	\$1,599,529 09	\$1,992,710 53

COMPARISON OF EXPORTS.

	1894.	1893.
Goods exported	\$11,996,052 00	\$12,779,137 00

From these figures it will be seen that exports declined 6.1 per cent. and imports declined 23.2 per cent. This is exceedingly poor for a month's showing. September last year was not an extraordinary month, and the volume of trade was normal. Hence no reason can be assigned for the decline, other than trade has been very, very bad. There is no use of closing our eyes to the facts. Let them be looked squarely in the face, let every business be carefully watched, let trade be prosecuted with redoubled energy, and prosperity will soon return.

A comparison of the imports in the various lines in which the readers of this journal are most interested is also made and the dry goods trade is seen to have fallen off in imported goods. It is generally conceded that a similar decline has taken place in the volume of trade in domestic textiles, so that the conclusion of "a bad trade" can not be avoided by dry goods merchants. It shows that if the dry goods merchant is to make his usual profits during 1894, he will need to look sharply after his buying and even more sharply after his selling. In short, he must get a large-sized hustle on, and see that his employees do the same. This is no season for sucking thumbs.

Now as to the duties paid, it will be seen that in September 1893, \$1,992,710.53 was collected on \$6,665,576 worth of goods, or a rate of almost 30 per cent. In September 1894, goods to the value of \$5,296,073 were charged \$1,599,529.09, or a rate of 32 per cent. From this it would appear that instead of lowering duties the Government has actually raised them two per cent.

But it may be answered that this does not allow for the increased volume of goods that may come in free. In order to meet this possible argument, it may be pointed out that on the total imports of September, 1893—amounting to \$12,193,226—the duty was \$1,992,710.53, or 16.4 per cent. In September, 1894, the total imports, including coin and bullion, amounted to \$9,358,440, and the duty collected was \$1,599,529.09, or a rate of 17.1 per cent. The former paragraph shows an increase

of duties collected from 30 to 32, or an increase of 6.6 per cent. This other way of looking at the matter shows an increase of duties amounting to 4.2. Both means of estimating show a decided increase, although each does not give exactly the same result.

The conclusion of this matter is that the Government has wasted about a year of time and half a million of money in trying to lower duties; and have only succeeded in raising them. Hence it may be safely concluded that the free trade principles, of which Great Britain seems to be proud and of which the United States seems to be scared, are making very little progress in Canada. The protective principle seems to remain firmly imbedded in the Canadian Government's fiscal policy.

With regard to British Columbia business, and also in connection with protection duties, the following from a British Columbia trade paper is instructive and, it might be added, suggestive: "There is one new feature in the situation which must not be disregarded in making an estimate of the financial probabilities in the Province for the next few months. For the first time for many years British Columbia is shipping ores to a considerable extent. That, of course, implies an influx of money to pay for the supplies and material consumed in the production of those ores by the miners and others engaged in subsidiary enterprises. But the ultimate question with the mercantile community, which is chiefly concentrated in the coast cities, is as to whether these returns for the ore will find their way into the tills of our merchants or into those of their rivals across the border. Opinions differ in this, and it will probably be a year or two before the results of the competition between the merchants of British Columbia and those of the neighboring States will be accurately ascertained. The reduction in the tariff will, of course, be in favor of the American merchant."

DO NOT BE BLUFFED.

When the REVIEW asked for competitors in its new competition on Window Dressing, the request was not a bluff. The man who cannot get up three good windows, and have three decent photographs taken in three long months with a chance of winning three times \$6.66 $\frac{2}{3}$, is not a leading dry goods man. In fact there must be something wrong in the management somewhere. Of course it means labor, but then everything worthy requires a certain amount of persistent effort.

WHERE THE TWENTY CENT PIECES COME FROM.

Editor DRY GOODS REVIEW.

SIR,—I see that the 20c. pieces are troubling the business men of Ontario as well as those in the Maritime provinces. It is not the fault of the Finance Department, but of the St. John Street Railway Co. which imported 5,000 of them from Newfoundland for the use of their conductors in giving change. A passenger frequently gives 25c. to pay a five cent fare, and it is very convenient for a conductor to give back a 20c. piece. These have gone into circulation in many places in New Brunswick. No doubt those in the west are part of the same lot. They should be sent back.

Sackville, N. B., Oct. 15, '94.

SUBSCRIBER.

A TARIFF COMMISSION.

THE country is being worried about the tariff question unceasingly. The Government of to-day is trying, year in and year out, to bring the people to believe that they are pursuing a right policy—which at the present moment may be described as moderate protection. The Opposition of the day is trying, as the months and years go by, to prove that Canada's panacea is their policy—at present a policy of approximate free trade.

All this is a worry to business. Manufacturers may put up a factory and put in it a plant, the whole costing half a million dollars. They do this, believing or hoping that present conditions will always obtain. Some fool government comes along, makes a few changes and everything is different. The only way to do is to insure the whole thing to as high a percentage as possible and then spill the coal-oil barrel. This is not supposition; it has been done in Canada during the past three months.

What we need is to have tariff matters taken out of the hands of politicians and placed in the hands of unprejudiced men. The principle to follow is that embodied in the railway commission of the United States, which regulates interstate commerce.

A tariff commission composed of representatives from each party in parliament according to its voting strength, and also representatives from boards of trade and from manufacturer's unions would be an improvement on party administration of the tariff. Politics are becoming a great big nuisance in this country in the way in which they interfere with business, and some change should be considered.

The only consolation we have is that we can stand with our faces turned toward the United States and our brows towards the noonday sun, and be thankful that there are other politics worse than those of Canada.

INEXCUSABLE CARELESSNESS.

MOST retailers insure their buildings and their stock to the fullest percentage possible, and see that the premiums are regularly paid and all the conditions complied with. Yet a case occurred in Toronto last week, where a building and stock valued at \$9,000 was destroyed by fire, and the insurance in force was only \$4,000. During the two previous weeks insurance to the amount of \$3,000 had been allowed to expire.

But another point where gross carelessness results in disastrous loss is where the ledger and day book are not placed over night in a safe. A case was recently brought to our notice where a dry goods retailer left his books lying on his desk when he closed up at night, and next morning he fished out from the ruins a mass of burnt paper which was valueless. His customers owed him a few thousand dollars, and he must trust to their honesty to get that amount—and woe to the man who trusteth to so frail a reed as public honesty.

This is an actual occurrence, although it seems ridiculous. Another case was noticed recently in Western Ontario, where a blacksmith suffered a similar loss, and his accounts amounted to nearly \$2,000. These instances show that such gross negligence is not uncommon.

The best way to use a ledger is to burn it yourself and sell for cash. But for merchants who, under compulsion of circumstances, must use books, the best thing is to have a good fire-

proof safe. The cost for one sufficiently large to contain the books of a firm doing a business of \$20,000 a year, is about \$100. The interest on this is \$7 say, and this is the amount paid as a premium for an insurance of about \$3,000, as the book debts will usually average that. Surely that is cheap insurance.

The merchant of to-day cannot afford to take risks in insurance of any kind. He must insure against fire, against loss from bad debts, against loss from careless management, and against the hundred and one possible contingencies which may ruin the structure of a lifetime.

WHOLESALE SELLING AT RETAIL.

WHOLESALE SELLERS who sell to consumers are not doing the fair square thing. The wholesaler has an immense power over the retailer's trade, but if he were to take advantage of it he would cut off the retailer altogether and he would then be doing an entirely retail business. Even if this process only obtains to a small degree the principle is the same, and the practice is equally obnoxious.

If the wholesaler lives by selling to the retailer, then the latter has a right to expect that he shall not be stabbed in the dark by his friends, or those who should be his friends.

Numerous instances of wholesalers selling retail have been given recently to THE REVIEW. These happen in Toronto, Montreal, and also in smaller cities, and were they published, some large firms would, no doubt, be surprised (?) to find that their houses had been guilty of such practices.

The honest wholesaler gets most trade every time, just as the honest retailer does. There are a few people in this world who can be fooled sometimes, still fewer those that can be fooled all the time; but those you cannot fool for any great length of time are very numerous.

TWEED MEN WANT A TRADE MARK.

HUMPHREY & CO., Moncton, N.B., manufacturers of woollens, will give a reward to anyone who can suggest an economical plan for marking their tweeds with the word "Humphrey's," so that it will not be possible for any dealer to offer goods as Humphrey's make when they are not. The Oxford mills, Oxford, N.S., have registered the right to stamp the beginning and end of each piece with their name and brand, so that idea is out of the competition.

The Humphrey's have made steady progress from the time they began business thirteen years ago with a one-set mill to a seven-set this season. They first offered their goods to the jobbers, but the latter bid less than cost, and they then went to the retail trade, and 70 per cent. of their dealings have been with them since, the remainder of the trade being with consumers and jobbers. They are turning out some popular styles of tweeds, in which they have a steadily-increasing sale. This is no doubt due to the fact that they use pure wools only, no shoddy being introduced in any of their products. All the wools are domestic growth, most of them being New Brunswick, but when THE REVIEW was at their mill they had a large shipment of Calgary, which promised well. Most of their trade has been in the east, but next season they will establish agencies in Montreal and Toronto.

JOHN J. MASON.

THE WRITER OF THE SECOND PRIZE ESSAY.

JOHN J. MASON, whose Prize Essay was awarded second place in the recent competition, and whose effort appears in this issue, is a prominent dry goods man in Bowmanville. He is a business man simply, without fads and fancies, and without either the titles, "a politician," or "a public man." Mr. Mason keeps strictly to business, and successfully applies the principles which he has laid down in his very valuable essay.

Mr. Mason and his brother have two beautiful stores in Bowmanville, in the premises formerly occupied by McClung Bros., run their business on a thorough departmental system, and have done as much as \$2,000 cash business in one week.

Mr. Mason's parents were English, and settled early in the country, he himself being born on the Mason homestead, near Bowmanville, in 1860. He received a good book education, and for eight years has been learning the practical side of a business life with notable success.

THEY DENY BEING PROGRESSIVE.

THE Patrons of Industry deny that they are progressive. In its issue of Oct. 10th, the Toronto Mail claimed that the Patrons were to sweep away the credit system. So far as retailing are concerned this would have been a genuine reform and so far as they upheld it, the Patrons would be entitled to respect; but unfortunately the Mail was wrong. The Patrons want better terms and are not always prepared to grant cash payments in return. The following letter to the Mail gives a partial explanation.

To the Editor of the Mail :

SIR,—In your issue of the 10th inst. you state: "One reform that the Patrons of Industry seemed from the outset prepared to undertake was the sweeping away of the credit system in trade." This is true to the extent that various Patron associations have been trying to purchase goods at prices less than are ordinarily charged to individual buyers; and, as might be expected, the different plans adopted—chartered stores, co-operative stores, bulking orders to wholesalers—involve payments being made within the usual cash limit of thirty days. The order has nothing to do with such arrangements. They are simply the natural outcome of facilities common to all organized bodies for obtaining advantageous terms. The declared policy for the reduction of the cost of living to which the order as a whole is committed has no direct or implied reference to either the cash or the credit system. That policy is expressed in the Patron platform, mainly in the fifth and ninth planks, "Simplification of the laws, and a general reduction in the machinery of government," and "Tariff for revenue only, and so adjusted as to fall as far as possible upon the luxuries and not upon the necessities of life."

Yours, etc.,

G. S. MACDONALD.

St. Raphael's, Oct. 16.

A CUSTOMS HINT FROM NEW BRUNSWICK.

A Maritime subscriber draws the attention of THE REVIEW to a hardship which he experienced in his dealings with the Customs department. He imported a lot of dry goods from Great Britain, and, paying the duty, passed them. On opening and taking them into stock he found that a poorer grade of

goods had been shipped to him than he had bought and paid for. It took about three months before he got a rebate from the English dealers. With the evidence that he had been overcharged, he went to the Customs, and was told his application was too late. The time for claiming rebates had elapsed, and he got nothing.

It is unfair to business men that so short a time should be allowed for making such claims. The buyer outside of the large cities should have at least six months. There are often two delays in his case. There being no bonded warehouse, he has to take his goods as soon as they arrive, and this is often weeks before they are wanted. Christmas goods may arrive in September, and are not opened until December. After that it may take, as in the instance referred to here, three months more to get proofs of an overcharge.

It is only necessary to have Hon. Clarke Wallace's (the present Comptroller) attention drawn to it to have it rectified.

A GRIEVANCE AMONG FUR DEALERS.

FUR dealers in Toronto and in Montreal are a somewhat disgusted sort of community just now. October weather has been very mild, and as a consequence the retailers who had large stocks of fur garments on hand, began to devise means of shipping a few of them back to the wholesaler, and the wholesaler, for his part, grinds his teeth, tears his hair and wonders what business is coming to, anyway.

Some of the goods were ordered in May, delivered in August and returned in September. Of course the intervals are very regular, but why the latter interval should exist at all, is what is puzzling everybody. Returns are only legitimate when made at once, but the dealer who buys goods, keeps them two months on exhibition and then trumps up an excuse for returning them, is a veritable chump.

But not more so than the wholesaler who accepts them. He belongs also to the genus homo, species chumpo.

When a merchant sells goods and another merchant buys them, there should be finality of some kind, and no necessity for a second sale. If a retailer buys goods he should know what he is buying, and buy as he bets, either to win or to lose. If the wholesaler sells goods, he should sell them and be done with it. This selling goods to retailers on the understanding that "we will not see you stuck," and that sort of thing, is played out and not up-to-date.

Business is business. The man who is not prepared to do his trade on trade principles should be cut down so that he will no longer cumber the ground where a fruitful tree might grow. Wholesale fur dealers and wholesale dry goods men have the remedy in their own hands, but this remedy will never be effectual until it is something more than mere shallow resolutions passed in comfortable chairs in a Board of Trade committee room, or a nicely-worded circular sent by post to the crafty offenders.

"Window-gazing" is a profession in London. A couple of stylishly-dressed ladies pause before the window of a merchant, remain about five minutes, and audibly praise the goods displayed inside. Then they pass on to another store on their list of patrons.

RAW COTTON.

WHEN on the last day of September, middling uplands were quoted at 65-16c. for spot and 5.95c. for October deliveries, a record was made. For these are the lowest prices ever quoted in the United States cotton market. With raw cotton low, manufactured cottons in both the United States and Canada are likely to be easy for a time.

* *

Bradstreets of October 26 says: "Cotton has sold at 5.81c. for middling uplands, and the large receipts at such low prices indicate clearly that the crop will at least be close to the largest, if not the largest, ever produced. The anticipated settlement of difficulties at Fall River has not been realized, and at present a good many spindles and looms are idle. But strikes are temporary. A more lasting influence is the large accumulation of cotton in the world's markets, the stock of American in sight now exceeding 2,000,000 bales."

The Textile Mercury's Manchester correspondent writes on Oct. 19th, as follows:

"Last Friday saw another inroad into unfamiliar and unprecedented prices, by a decline of spot quotations of middling to 31-32d. The previous price of 33½d. had been thought to be impassable, but proved not to be so. A retreat has therefore been made to 3d. as the figure at which the trade, metaphorically speaking, must "die in the ditch," providing they do not think better of it at the last moment. The movement in the same direction was continued on Monday, and another unprecedented figure was reached by a further reduction of 1-32d. in spots, preceded by a corresponding decline in futures. The trade has continued to give strong support to the spot market throughout the week, though on what grounds it is difficult to suppose with any likelihood of being correct. Certainly there is no tendency to reduce estimates of the current crop, but otherwise, even in quarters where a reduced estimate would find most favor. This season the bales, too, are heavier than last year by an average of over 5 lb. per bale, and New York estimates are rising from nine to ten million bales. On the other hand, new evidence is forthcoming showing not only that the cotton trade in Great Britain is not advancing, but has actually commenced to recede. The following is an estimate of the number of spindles in Europe, America, and India, taken from Messrs. Ellison's annual review:

	1894.	1893.	1892.	1891.
Great Britain . . .	45,270,000	45,270,000	45,350,000	44,750,000
Continent	27,350,000	26,850,000	26,405,000	26,035,000
U. States	15,841,000	15,641,000	15,278,000	14,781,000
East Indies	3,650,000	3,576,000	3,402,000	3,351,000

Totals . . 92,111,000 91,337,000 90,435,000 88,917,000

British spindles are put down as being 80,000 less this year than in 1892. This may not be an important matter in itself, but when the figures of the whole four years are looked at it will be seen that practically no progress has been made, and in this respect to stand still is to decay.

* *

Although the American cotton crop of 1893-94 exceeded that of the previous year by more than 800,000 bales, says the Manufacturers' Review, the price at which it was marketed gave it a commercial value of more than a million dollars less than

the preceding year's yield, and this would seem to afford a convincing argument in favor of restricting the acreage of cotton in the South, but if reports are to be relied upon, the area cultivated by the planters this year shows no material diminution. It is noticeable, however, that there has been a greater diversification in the agricultural products of the South during the past two years, and it is doubtless due to this fact alone that the farmers of that section of the country have been enabled to escape greater misfortune than has befallen them already. The indications are that the current year will show a still further development in the same direction.

AN INVITATION TO RETURN.

A Toronto merchant has a good scheme for inviting his customers to return. It is a printed card which is enclosed in every parcel sent out. Here is the card:

IF YOUR PURCHASE IS SATISFACTORY

Kindly favor us with a call again.

If not satisfactory, please let us know, and we will gladly make it right. This store belongs to the people of Toronto for trading quarters, and we want every transaction to be pleasant and profitable to you.

C. S. HERBERT,

219-221 Yonge Street.

BUTTONS MAY BE CHEAP.

It has leaked out that a certain wholesale importing house is loaded up with buttons, and prices may go much lower before long should they not be able to dispose of them in some way. It is said that they have enough to last Canada for some years. Efforts are being made to return part of them to Europe and sell the remainder in the United States at a sacrifice.

It is another case of getting on the good side of a man by his stomach. The European salesman took the Canadian buyer to his club, gave him a champagne luncheon and entertained him sumptuously, and wrote an order to suit himself. The Canadian buyer signed it, and in the usual course of events it was confirmed by the head of the Canadian house. He had every confidence in his buyer and signed the orders without reading them carefully. It is said that a couple of years ago another wholesale house was caught in the same way.

THEY HAD A PLEASANT TIME.

The Review had a pleasant call last week from Mr. J. Cameron, the traveling agent of the McLean Publishing Co., of Toronto a publishing firm who devote their energies to the publication of trade papers. The company publish THE HARDWARE MERCHANT, THE CANADIAN GROCER, BOOKS AND NOTIONS, THE DRY GOODS REVIEW and PRINTER AND PUBLISHER, all of which are very excellent publications and most valuable to the people engaged in those respective businesses. Mr. Cameron took quite a number of new subscriptions and renewals in the Portage. We take THE PRINTER AND PUBLISHER, and know it to be a model of the printers' art and a bond of union between the Canadian publishers that is daily growing in popularity among those for whom it is specially published.—Portage la Prairie Review.

THE WOOL TRADE.

THE domestic wool market is in a very normal state, and the excitement of the free admission of wool into the United States has entirely passed away. Prices are but slightly higher than before the change. Imported wools have shown activity during October, but no startling features have been developed. Holders of Western (States) wools have been trying to sell in Canada with little success.

* * *

A direct outcome of the free wool policy inaugurated by the Gorman-Wilson tariff is, says the Manufacturers' Review, to bring New York city to the front as a wool market. Hitherto the centres of trade in the raw material have been Boston and Philadelphia, a consequence, no doubt, of their greater proximity to the centres of consumption, the woolen, worsted, knitting and carpet mills of the country. Now that foreign wool is to play so prominent a part in the domestic manufacturing industry, however, it is natural that the scene of greatest activity should be transferred to New York, the great commercial port of the country. There is no doubt that the trade in foreign wool will also attract domestic shipments to this market, for American wool growers must carry on the fight, even though competition should endeavor to force them to the wall. The establishment of a Wool Exchange at New York has already become an assured fact, and there are not a few who see in this movement the beginning of a market that will in time rival, if not surpass, the London wool market in importance. It may be said that this enterprise is intended to combine not only facilities for cash and speculative transactions in wool, but a warehousing and banking business for the exclusive accommodation of the wool trade. The company which is at the head of this undertaking has been incorporated as the New York Wool Warehouse Company, with a capital of \$200,000, and a handsome 11-story building is now in course of erection at the corner of West Broadway and Beach streets. The National Wool Exchange Bank will be the name of the bank which will occupy the ground floor, over which will be the exchange, and over that, storage rooms and offices, while, to follow the excellent plan adopted in other recent high buildings in this city, the top floor is to be the home of the New York Wool Club, and a roof garden will also be an important feature of the new building. It is estimated that the entire investment of the company for land, building and equipment, will not be less than \$1,000,000.

* * *

There has been a slight improvement in the situation in the New York wool market this week, says the Economist of Oct. 27th. The sales have aggregated 736,500 lbs., of which 255,000 lbs. were foreign. The demand has been very general and included all grades. Among items reported are 120,000 lbs. spring Texas, 9 to 12c.; 10,000 lbs. quarter-blood Wisconsin, 16 to 18c.; 41,000 lbs. fine and medium Territory, 9 to 11c.; 4,000 lbs. Ohio unwashed fleece, 125,000 lbs. China.

At Philadelphia there has been some improvement in the wool market, and buyers are operating on a more liberal scale. The total sales of the week have amounted to 1,160,500 lbs., of which 488,000 lbs. were foreign. Territory wools have been in largest demand, and considerable quantities of Texas and Ohio wools have also been included in the sales. Among items named are 100,000 lbs. medium Ohio washed combing, 22c.;

12,000 lbs. washed and unwashed fleece, 15 to 21c.; 40,000 lbs. fleece, 16½ to 22c.; 4,000 lbs. Ohio fine washed delaine, 19½ to 20c.; 18,000 lbs. pulled, 18 to 21c.; 10,000 lbs. fine Texas (8 mos.), 9c.

* * *

The Montreal wool market is rather quiet, says the Trade Bulletin, this week, manufacturers being fairly well supplied. Some of the mills are picking up, but others are laying low. A few cars of British Columbia wool have arrived, but so far they have not been put on the market, but it is expected that prices will rule from 10 to 12c. There is more enquiry noted this week for Buenos Aerial wools, but we have not heard of any sales. It is reported that some large quantities of Canadian wool are held by some of the country merchants waiting for an opening to sell in the United States, but we hear of a round lot of Canadian fleece being placed with a Canadian mill on p.t., but said to be in the vicinity of 17c. Some new samples are just to hand of another cargo of Cape wools consigned to a Montreal firm, that is coming via New York. We quote prices firm as follows: Greasy Cape, 14 to 16c.; Canadian fleece, 17 to 20c.; B.A. scoured, 26 to 32c. In Canada pulled wool 20 to 21½c. is quoted for supers.; extra, 23 to 26c.; North-West wool, 11 to 12c.; B.C., 10 to 12c.

THE GRAND TRUNK RAILWAY.

THE Grand Trunk Railway is one of two long Canadian systems. The company is an English one, and the president is an Englishman who has not had time lately to come across the pond and have a look at what he, to his sorrow, owns.

This railroad issues half yearly statements, which usually show losses, and everything is blamed on the country. This misstatement always does Canada a great deal of harm. The Canadian Pacific Railway, the great rival of the Grand Trunk, on the other hand, issues statements showing a prosperous state of affairs and declaring decent dividends. The Canadian banks are issuing reports of a successful year's work and showing that business is not in any very deplorable state. The volume of trade shows a considerable decline in imports, but the exports continue normal.

The general facts go to show that the Grand Trunk Railway is not making money because it has been wretchedly managed and has swallowed up in its greed many unprofitable lines. It is behind the times and out of touch with the Canadian people. Wherever there is a competing point, the competitor gets the preference.

A great deal of this is due to the fact that the road is managed from an English office, whereas its great competitor has a live president right on the ground and hustling for business a goodly number of hours every working day in the year. The management of the Grand Trunk is about as much loved in Canada as the average non-resident land-owner is in Ireland. Once it had a monopoly in Canada; now things are different, and the monopolist of old is genuinely hated.

A Canadian management would make the road a success, not only by better internal economy, but by being brought into closer touch with the people who are its customers and whose good-will is necessary to the making of profits. Under such circumstances the volume of business done and the profit made would indicate more correctly the state of Canadian trade.

A LETTER-ORDER DEPARTMENT.



ROBT. COOPER.

THE retailer may learn lessons from the wholesaler and the wholesaler lessons from the retailer, and each from members of their own class. A description of a model letter-order department will be beneficial to all those who have a business run on systematic principles. For this reason, that of W. R. Brock & Co., of Toronto, is chosen as worthy of mention.

This department is presided over by a young man who has had a long experience in such matters, and who is an enthusiast in his particular sphere. His first business experience of note was with W. A. Murray & Co., of Toronto, although he was born in Angus, in Simcoe county, and educated at Collingwood Collegiate. For three and a half years he served the fashionable ladies who frequented W. A. Murray & Co.'s lace and dress goods counters. At that time this firm had a very small letter-order department, very carelessly managed. Seeing that Mr. Cooper was interested in it, he was placed in charge, and in one and a half years he developed a business which amounted to \$2,000 a month.

After this period Mr. Cooper left to enter the establishment of W. R. Brock & Co., and after spending six months in the dress goods, he was placed in charge of the letter orders. This firm have now a department which, in its class, is unsurpassed, and which is regulated by so thorough a system that goods can be shipped in the usual way within an hour after receipt of the order. In fact a great number of their near by customers send off their orders each morning, and receive them on the evening of the same day.

The system is this. The firm have pads of printed order lists which the retailer can use, and these are sent out to their customers in every part of the country. When a mail is received, the letters are opened and all the letter orders turned over promptly to Mr. Cooper. He arranges these in departments and then goes into each in turn. His entrance is a signal for the head of that department to lay aside all other work and at once assist in the necessary selections, nor is the work done until these goods are sent to the entry room. Thus every part of the necessary procedure between the receiving of the order and its shipment is under the personal supervision of one man, whose long experience enables him to do his work in a superior sort of way, and who is assisted by men who have as great an experience as any retailer in the country and who know more of advanced styles and present values than the man ordering the goods.

The goods are shipped promptly by express, a load being sent out every hour almost. Special deliveries are sent out to catch certain trains, and every circumstance that is available is utilized to promote the promptest delivery of the goods.

Letter orders in all the wholesale houses have preference over travelers orders and hence where the mail can be used it should be utilized. Letter orders are all filled on the day of receipt; travelers orders are filled in rotation generally, but not necessarily on the day of arrival.

Mr. George T. Irving, who terminated his connection with Caldecott, Burton & Spence, after a service of 10 years, was presented by his fellow-employees with a gold chain and locket, suitably engraved. Mr. Irving, as announced in last issue, has gone into umbrella and parasol manufacturing.

Dress Goods

Sales have increased lately, and Prospects are Brighter all round.

OUR SELECTIONS FOR FALL

Have been such as to sustain our reputation for Dress Novelties.

Let Merchants who handle but a moderate stock of Dress Goods make their selections now, as the studious buyers for large houses are already picking up the best lines, knowing that the early trade is the most profitable.

VELVETEENS

The latest fashion reports say that the demand for Velveteens is increasing, and sales promise to be much larger than last year. We have special values in Blacks, and Colored in all shades to match Dress Goods.

LETTER ORDERS AS
USUAL RECEIVE OUR
PROMPT ATTENTION.

Knox, Morgan & Co.

WHOLESALE DRY GOODS

Hamilton, Ont.

THE RETAIL SYNDICATE.

LAST month the Retail Syndicate was referred to but very briefly. A fuller explanation may not be out of order, as the movement never was stronger than at the present time, when the tendency among Canadian retailers is to do more direct importing in the future than in the past.

For over eight years a "Retail Syndicate" has been in existence, but not always with its present strength. The buying of foreign goods is done twice a year in a Glasgow commission firm's office. Here the buyers all meet, exchange opinions and views, and inspect the samples which manufacturers have sent there for that purpose. The goods are then ordered by the commission agent and the manufacturer bales the goods according to instructions, and all he knows of his Canadian customers is the initials which he places on these bales. The accounts are sent to the Glasgow firm, who alone are responsible for them and who pay them when due. In this way they guarantee these Canadian accounts, and, in fact, are doing a sort of banking business for these firms.

The firms who are connected in this way are all in the Province of Ontario and their names are as follows:

A. Beattie & Co., St. Marys.
 Bartlett & MacDonald, Windsor.
 A. Bristol & Son, Picton.
 John Catto & Co., Toronto.
 Crompton, Appellbe & Co., Brantford.
 James Craig & Co., Port Hope.
 Dundas & Flavell Bros., Lindsay.
 Geddes Bros., Strathroy.
 Hall, Gilchrist & Co., Peterboro'.
 John Murphy & Co., Montreal.
 John Murphy & Co., Ottawa.
 J. & W. Mickelborough, St. Thomas.
 George Ritchie & Co., Belleville.
 G. B. Ryan & Co., Guelph.
 Ryan Bros., Owen Sound.
 Pratt & Watkins, Hamilton.
 John White & Co., Woodstock.

These firms have a different method of doing business to that of the ordinary retailer, but whether that method is an advantage is difficult to estimate. They do not purchase direct from the manufacturer and the jobber usually does. Thus the only saving they can make is the difference between the commission paid to the Glasgow firm and the profit made by a Canadian jobber. There would seem at first sight to be a difference, as a commission of five per cent. is much less than a profit of twenty-five per cent. But out of this must come buyers' expenses and similar items, such as freights, etc., and only exact figures could give a decision.

One advantage the members of the syndicate have is that their meeting in Glasgow at one time enables them to talk over trade prospects, styles, values, fluctuations, etc., and may in this way gain much valuable knowledge which it would be difficult to obtain otherwise.

Another advantage from the scheme would be the increased distinction which the public imagine a merchant who imports to have. The advertising of the fact that all the imported goods offered are purchased abroad without the paying of the wholesaler's profits, is bound to have a certain amount of influence on the consumer.

With regard to domestic goods, the syndicate is of little use, as any individual firm can do just as well in its purchases from the Canadian mills as a number combined. This was fully explained in last issue, and need not be discussed again. The failure of the syndicate to buy surplus stocks on their recent visit to Toronto, shows that wholesalers in that city will not openly slaughter goods to the detriment of their regular customer. The only way in which the syndicate could secure these goods would be to buy them secretly, so that the wholesaler would not be afraid of being discovered.

A BRAND THAT PAID.

This paper has been continually urging manufacturers to brand their goods, and to always keep up the quality to the original standard. This prevents cutting in the article, and gives everyone a fair profit.

If a wholesale or retail dealer cuts the price, the moral influence of the manufacturer generally stops it. If the goods are right, the brand should be judiciously advertised, first in the papers which reach the trade, and when that ground is thoroughly covered, and the profit on the goods will permit it, in papers which are read by the consumers or people who use the article.

A reputation is thus established which it is difficult to shake and which will permit the manufacturer to get a good figure when others are cutting.

One firm, to take THE REVIEW's advice, was the Eureka Woollen Co., Nova Scotia. They made a good blanket, and branded it "Eureka." At first the trade was indifferent to it, but gradually they got the idea drummed into them that "Eureka" blankets were the best. When a housewife came to buy a blanket they showed various unknown makes, and then produced the "Eureka," which they everywhere heard well spoken of. She bought, and so did others. Next season they took care to order the same brand again.

Now hear the result. When wholesale merchants were placing orders this year the blanket mills cut prices, and many of them finally sold at 37c. a pound. The same price was offered to the "Eureka" people. They refused to accept less than their original quotation—45c. They said they were particular as to their quality; they had taken pains to bring their special brand into prominence, and could not sell for less. They got it, and did a bigger trade than ever.

Another experience in favor of a brand. This same firm made 500 pairs of exactly the same blanket for a wholesale house, but with a slightly different border. Buyers who handled "Eureka" last year would not take the other brand, but insisted on getting the one they wanted, because they believed it much better.

A TORONTO OFFICE.

The Alaska Feather and Down Co., Ltd., of Montreal, (formerly McIntosh, Williams & Co.) have opened an office in Toronto at 28 Front street east, where they will carry a stock of their well-known "Alaska" brand down quilts, cushions and feather pillows for the convenience of the western trade. This will be especially appreciated by buyers at this season, as they can sort up from goods which are ready for immediate delivery. The Toronto office is in charge of Mr. J. H. Sherard.

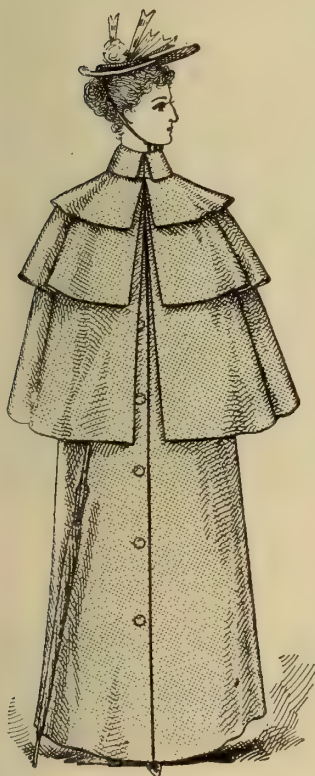
The "Distingue" WATERPROOF

Is admittedly the
Best Selling . . .

in the market, as proved by the
experience of years. : : : —

"The Distingue" has received the most flattering
encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed
in writing by Houses on this side:



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

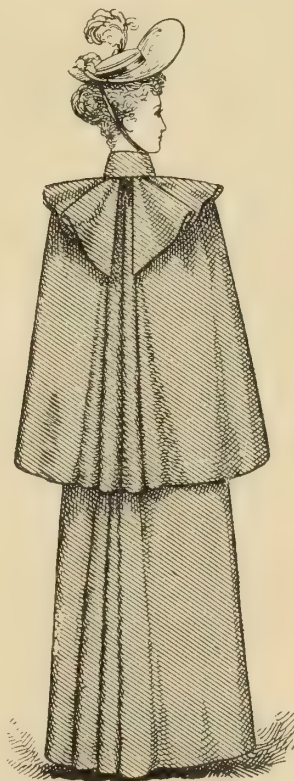
"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.

"The Distingue" Waterproof.

**Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!**

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

SPECIAL MONTREAL NEWS.



THE four weeks since our last report of the Montreal market has not been characterized by any special degree of activity. Indeed, the complaint has been that the long spell of fine warm weather has operated against both city and retail trade, and this is still the case at the time of this writing. Travelers during

the first week or so of their sorting trip received a fair degree of encouragement, but of late they have had discouraging returns on the whole. It is hoped, however, that when the farmers get through with their fall plowing, etc., that country trade will pick up, and the appearance of some fine cold weather would certainly have a beneficial effect on the city retail trade.

No special changes in value have been to note since our last report, the tone on the whole, on most leading lines, ruling steady. The appreciation, however, that some people expected would take place in imported woolens, has not been felt as yet, for reasons which are referred to elsewhere.

Reports regarding payments vary, but a consensus of the reports received from the different houses encourages the belief that payments are fully equal to last year's, if they are not better.

The demand for fine fall dress goods has not been quite as active as it might be, but S. Greenshields, Son & Co. still report good sales of Priestley's well known fabrics. They are at present turning into stock an extensive shipment of domestic flannelettes.

The Dumaresq Company have bought out the bankrupt stock of Mr. N. E. Brois. This will enable them to offer some very attractive prices on shirts, etc., and other supplies of that kind.

Thouret, Fitzgibbon & Co. state that values on French kid gloves of all kinds are certain to rule firm this season. They hold, therefore, that buyers have nothing to gain by holding off. Their travelers are now out with as fine an assortment of the "Jammet" gloves as was ever offered to the trade.

It has been a good season for ladies', gents', and children's underwear, but Brophy, Cains & Co. still have a well-assorted stock of these goods on hand.

Demand for black dress goods has been a leading feature with S. Greenshields, Son & Co. They have been sold away ahead of their stock several times during the past two months.

The demand for heavy tweeds have been felt very much by J. G. McKenzie & Co., and some fine lines of domestic goods which they have been handling have benefitted in consequence.

Mr. Thomas Brophy, of Brophy, Cains & Co., is at present in Europe looking out for the latest ideas in Spring goods.

A CHANGE OF PREMISES.

Preparations for a change of premises are steadily going forward with S. F. McKinnon & Co., and their removal sale has been a huge success. It was inaugurated on October 1st, and the trade soon discovered that the reduction in prices were not advertising dodges, but the genuine utterances of a reliable firm. As a consequence, the turnover for October was something enormous, and they have decided to make November an even busier month and have again inserted the knife into prices, so that this will be ensured.

Their stock is still well assorted, particularly in dress silks, silk velvets, velveteens, ribbons, dress trimmings, mantle cloths and plushes. Every one of these lines contain an abundance of goods admirably suited for this season's trade and at the cut prices are genuine bargains. A fresh shipment of mantles is on the way and will soon arrive, making their stock more complete in that line.

Their travelers are securing some large orders, but many dealers have taken advantage of the sale as an excuse to visit the warehouse and select personally from stock, which is, indeed, the more preferable way. In case of broken lots, remainders and other bargains, a personal inspection gives a better idea as to the value, and also finds many things which a traveler cannot lay before a customer. No doubt a large number of buyers will visit the city again this month, seeing that the bargains are as numerous as ever.

SEASONABLE GOODS.

J. D. IVEY & CO. are showing some spring samples, but have, nevertheless, goods for the sorting trade, which still occupies their attention. Walking hats in both trimmed and untrimmed varieties are still shown, but they find, as the season advances, a taste for other goods. Cover velvets are now selling freely, showing that the made-up hats are ousting the walking shape in best winter hats. This is quite natural, as the walking shape at best was only a fad and never reached the best classes of the consuming public. The made hat is bound to remain in favor with fashionable people for winter headwear.

Ornaments, buckles, birds and ribbons are all selling freely. In ribbons, browns are the best colors. Bluets are good, but no stocks are held by wholesalers. The run on Cereise is dropping.

This firm show among their spring goods some handsome lines of infants' bonnets. Two of these are illustrated herewith. No. 655 is an ordinary bonnet shape made up in cream cashmere with embroidery and lace insertion trimming. It is a dainty thing. The other illustration shows a Tam O'Shanter, No. 899, with Irish lace trimming. The latter is of course the newer and has proved a most taking article.



No. 655—HOOD.



No. 899—TAM O'SHANTER.

WILLIAM BLACKLEY.

THE TENDENCY OF IMPORTED GOODS.

SUCCESS in very decent proportions has marked the life of William Blackley, of D. McCall & Co., whose portrait appears on this page. He is active, pushing and full of energy, and no matter what he undertakes, he has a knack of pushing to a successful issue. Not only is he highly respected in the millinery trade in which he is especially interested, his firm doing one of the largest wholesale millinery businesses in Canada, but among business men generally his views on commercial matters carry great weight. He is well known in both Toronto and Montreal and has the confidence of the trade to which he caters.

Previous to his arrival in Canada in 1871, Mr. Blackley lived in his native town, Inverness, Scotland, and it was in that place that he gained his first knowledge of business, having served his five years apprenticeship in a drapery store. While doing this, he used his spare hours in acquiring a knowledge of Pitman's system of shorthand. With his characteristic energy and assiduity, he soon became an expert and had the honor of winning a prize given by Isaac Pitman to the fastest shorthand writer in Scotland.

When he first arrived in Canada, he secured a position as shorthand writer in the Grand Trunk offices in Montreal, and subsequently held a similar position with the Canada Paper Co. He came to Toronto to fill a position with the late firm of Hird, Fyfe, Ross & Co., but soon after became office-manager for the firm of McKinnon, Proctor & McCall. When the latter firm dissolved, he and Mr. McCall formed a partnership and founded the business of which he is now the manager and which has had a phenomenal growth.



MR. WM. BLACKLEY OF THE FIRM OF D. MCCALL & CO., TORONTO.

AN ATTRACTIVE WINDOW.

The head of the house had told the new clerk to try his hand at window-dressing.

"I want you to make every woman on the street look at that window," he said.

The clerk went at it. He made a curtain of solid black velvet and hung it close inside the plate glass.

"What on earth are you doing?" asked the senior member.

"Making a mirror of the window," said the clerk. "If the women won't look at that window they won't look at anything."

The clerk is a member of the firm now.—Brains.

SEVERAL of the Montreal buyers have already returned from European centres, and THE REVIEW had an interesting conversation with one or two of them the other day. The topic discussed was the effect of the changes in the American tariff on the course of trade at British and continental dry goods centres. As is generally known the expectation was that it would have an appreciable influence on values. So far, according to the opinions of the gentleman spoken, to it has failed entirely in being of the radical nature that many expected. Indeed all the gentlemen agreed that though the tone of values were certainly firm they, at least, had succeeded in placing their orders on spring account on a basis very little different from

that which governed their purchases last year at the same time. For instance, the war between China and Japan was being felt to a considerable extent in France and Germany by the manufactures of cheap grades of woolen goods that usually found a market there, and this fact of course exerted a certain influence on other lines. At Bradford, Huddersfield and other centres in England, the manufacturers were experiencing a good demand on South American and Australian account, but so far the American buyer had not been much in evidence. The woolen clauses of the new American tariff did not of course go into effect until January 1st, but it was a question with many of the English manufacturers now whether the increase in the American demand would be as great as many people expected. The reason for this belief was the uncertainty in their mind of what effect free wool would have on the manufacture of home made American woolen fabrics.

All in all, the impression seems to be that though owing to the firm feeling in raw wool, prices will rule steady; there will not be the advance in value of imported fabrics that the trade at first anticipated as a result of the American tariff changes.

The trade generally will be glad to hear that values generally promise to be more steady, and that buying will be thus rendered less dangerous than it might be under other circumstances.

Changes of tariff have not much effect on prices, except when they are exceedingly sudden—and no one could say that of the recent changes in the U. S. tariff. When not sudden, they are usually discounted before they are due.

TRADE CHAT.

W. P. MAHONEY, of Massachussetts, has replaced Mr. Saulnier in the firm of Craig & Saulnier, hat manufacturers, Truro. They are rebuilding after the fire and will have the factory in one place and the warehouse in another.

The Collingwood hose and stocking factory is being enlarged.

F. Miles Kensman, furnisher, Oshawa, Ont., lost severely by smoke and water on the 18th ult.

J. Hutcheson & Co., mantles and jackets, Victoria, B.C., have opened a branch in Vancouver.

C. Turnbull, woolen manufacturer, Galt, has been elected a member of the Toronto Board of Trade.

The general store at Inkerman, owned by W. B. Sweet, was unsuccessfully burglarized on the 18th ult.

James Madill, a well-known employee of R. Simpson, Toronto, was married recently to a Brockville lady.

M. F. Crouse is at present on a visit to the Northwest in the interest of the Williams, Greene & Rome Co., of Berlin, Ont.

A. E. Fish & Co., furnishings, and Arthur McGie, tailor, Belleville, Ont., had their stock watered by a fire above them on 21st ult.

Mr. W. J. O'Malley, Montreal, manager for D. McCall & Co., Toronto, has been made a justice of the peace for the Province of Quebec.

Miss A. E. O'Niell, who does a very nice millinery business in St. Andrews, N. B., makes a trip to Boston twice a year to purchase novelties.

On October the 16th the tailoring establishment of John Reuttel, Kincardine, was damaged by fire to the extent of \$4,000. Insurance, \$1,700.

Two firms in Winnipeg seem to be hustling business in a wholesale way. They are John W. Peck & Co., and Donald Fraser & Co. Both deal in ready-to-wear clothing and also in some lines of furnishings.

J. Fred. Hume & Co., general merchants, Nelson, B.C., have retired from business. J. A. Turner and J. A. Kirkpatrick have bought their grocery and hardware business and Fred. Irvine & Co. their dry goods department.

The increase in the issue of Dominion notes authorized by the Act of last session has been approved of by the Governor-in-Council, with a proviso that dollar for dollar in gold shall be kept in the treasury for the new issue, in accordance with the resolution of last session, although the resolution was not embodied in the Act, owing to a clerical mistake.

Chas. Pickard, Sackville, N. B., while handling general dry goods, has found it more profitable to devote special attention to millinery, ladies' dress goods and men's furnishings, and has recently been doing so. He buys chiefly in London, Eng., though Ryland's, Manchester, have been getting a part of his orders. In these three lines he carries a well assorted stock.

After a two days' argument Chancellor Boyd has set aside as fraudulent and void the chattel mortgage which the Toronto Fringe and Tassel Co. made prior to their assignment, and which covered nearly all their available assets. The mortgage was for \$5,000, and was made to Druggist Alonzo M. Wright, Geo. Margolius and John F. Kurtz for money alleged to have been advanced by them. It has been set aside by Kerr, Bull &

Rowell at the instance of Belding, Paul & Co., and Henry Barber, who sued on behalf of all the creditors, whose liabilities approximate \$20,000.

A Sherbrooke, Que., despatch of October 22nd says: "The announcement has been made by the officers of the Paton Manufacturing Co., that they are compelled for a time to lower wages 10 per cent. all round. They expressed the hope that this would only last for a few months, and that improvement in the business would, during that time, enable them to restore the old prices."

Morton & Co., Fort William, have hitherto carried dry goods, groceries, boots and shoes. On Oct. 12th. they began a slaughter sale of their dry goods and have sold a great deal of it. Any young man with a few thousand to invest could purchase the balance of the stock and do a good dry goods business in that town. Morton & Co. will continue to do a grocery and boot and shoe trade.

The British income tax returns show that only 255,000 possess an income of more than \$1,000 a year from trades and professions. Over 116,000 are returned as having incomes assessable on the \$1,500 standard. Only 5,000 persons admit having an income over \$25,000. It is said that figures cannot lie, but it is manifest that those who make them have considerable ability in that direction, as those returns are utterly incredible, but an income tax is notoriously one of the greatest provocatives of falsehood known.

The numerous business and personal friends throughout the Dominion of Mr. John P. Kerr, senior partner of the firm of the Kerr Thread Co., will regret to hear of his death, which occurred suddenly on the 13th inst., at his residence, Paisley, Scotland, after a few days' illness. Well-known all over this country, he was much esteemed by those having the privilege of his acquaintance. A man of wealth and of the highest business integrity. He was also a cultured Christian gentleman. He leaves one son, Mr. James Kerr, residing in Scotland, who will assume his father's place in the business, which will be carried on as usual.

At a meeting of the Quebec Board of Trade, on Oct. 16th, it was resolved to petition the Minister of Trade and Commerce that no duty be paid on merchandise of Canadian manufacture and sent out of the country if for any reason it had to be returned here in the same condition. Other boards will be asked to support this stand. It was ordered that a memorial be drafted endorsing the action of Mr. Huddart in connection with the proposed fast steamship line, and embodying opinions favorable to the same. The eternal matter of a railway bridge at or near Quebec was again mooted, and will be debated at the next meeting.

The annual report of the English Co-operative Wholesale Society for the quarter ending June 23rd, 1894, shows total sales in the distribution departments amounting to £2,272,946, as compared with £2,296,148 in the corresponding period of 1893, a decrease of one per cent., and net profits, after allowing for interest and depreciation, amounting to £28,583, as compared with £34,765 in 1893, a decrease of 17.5 per cent. In the manufacturing departments the sales amounted to £196,407, as compared with £175,929 in 1893. The output of boots and shoes from the society's factory at Leicester amounted during the quarter to £81,597, being the largest amount yet reached. During the quarter the society purchased a factory at Leeds, which it will utilize for the production of ready-made clothing, and has subscribed £500 to the Albion colliery relief fund.

SPRING MILINERY.

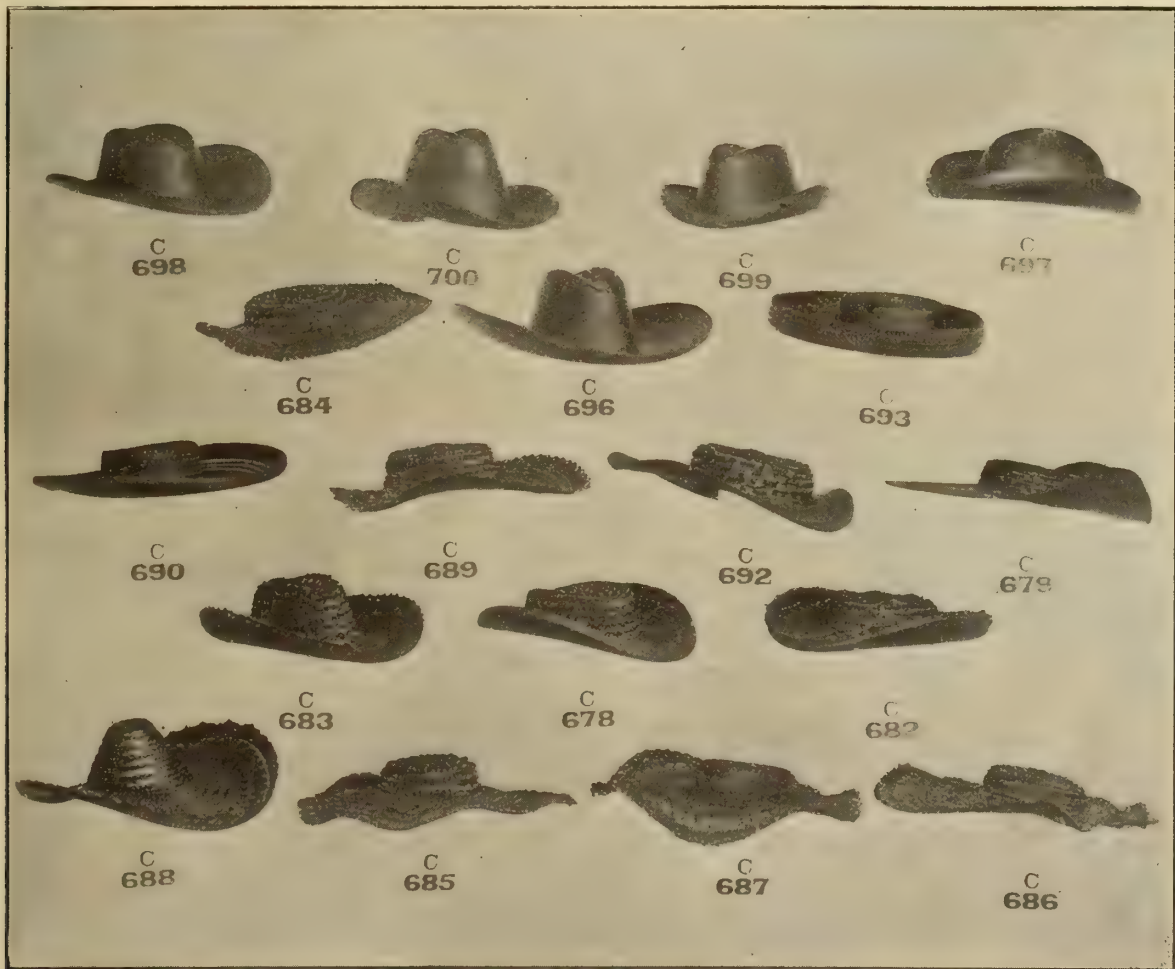
EVEN while retailers are making up fall and winter hats, manufacturers and jobbers are at work on spring stuff. The straw shapes for spring promise to be much like the felt shapes shown for fall and winter. Crowns appear to be medium in size, brims broad, diversely curved and twisted. Bonnet shapes will be shown in fancy braids and in larger size than usual. Sailors shown to date baffle description, but the crown is decidedly larger; or perhaps fuller is the word to use.

A plate of spring shapes, as shown by Carruthers Bros., Sutton, England, is shown here and shows distinctly the influence that the walking hat has had on spring shapes. Of course it is hard to tell so far ahead whether the shapes shown by the

taken over into the winter season as the new winter shades, and are now again included in all the spring collections. These shades are just beginning to find themselves at home in Germany, and, as they are in reality summer shades, will be much worn here next summer. Nevertheless, it is, of course, certain that by next summer these will not be the newest shades, for others will come out some time during next May.

"In the past few seasons it seems to have been the rule that there were no new winter shades, the latest summer shades, made darker, being introduced as the best thing for winter. New colors come out only once a year—in the second half of the spring. They are usually brought out in time for the Grand Prix and then start on their journey round the world.

"It seems certain that the new colors for next year will have



SPRING SHAPES. CARRUTHERS BROS.

Messrs. Carruthers will be "right," but as they are a reliable house their styles may be taken to indicate what manufacturers expect for spring.

As to colors, the Berlin correspondent of the Economist writes:

"In the last few years the experience has been that those shades which at the beginning of a season are called new cannot be much relied upon. The real novelties in colors appear only in the middle of the season, and whether they find ready acceptance or not, this happens only when manufacturers as such are no longer interested in the season.

"This has been the case with the new blues and the new violet-red shades which made their appearance in Paris in the middle of the spring season—in May—and which have been

as a basis the new blues and reds of this year. Prophets of fashion mention as the coming fashionable colors a bright pink, a light cherry-red, old-rose and turquoise blue. These should be the really fashionable shades for next summer.

"Besides these are mentioned also light-yellows, gold-beiges, sand-yellows, and light suede-leather. Light wood brown and hazelnut-brown will also be included in the fashionable shades."

"Truly," said Witticus, when he saw oxtail soup and tongue on the free lunch counter, "extremes meet."

When a retired railroad magnate started in the men's furnishing goods business, it seemed second nature to him to announce a great run on ties.

MEN'S WEAR.

PERHAPS the greatest innovation in neckwear during the past year is the introduction of the buckle and ring at the back of the scarf, and the doing away with the old method of pushing the stiffened end of the band through the bow or knot and catching it (and you finger at the same time) on a pin

which was fastened there for the purpose (or for both purposes). But now all is different and the new way is infinitely superior, especially with stand-up collars.

The innovation that all good furnishers will

make during the next year is to have their name stamped in gold leaf on the back of all their 50-cent ties. The best furnishers are already doing this, and find that it adds very materially to the selling quality of their wares. Messrs. E. & S. Currie have just received from Germany a machine which does the necessary work. The writer has seen it in operation and can recommend its results to the trade.

OUR ILLUSTRATIONS.



No. 138—E. & S. CURRIE.

lection and two from that of Glover & Brais.

No. 132 is a Clubhouse bow of good proportions with pointed ends. It is shown in some very pretty small patterns and has proved a good seller. E. & S. Currie manufacture it.

No. 138 is another of the bows shown by E. & S. Currie, and is somewhat newer in that it has the fashionable tight crosspiece, now so popular. It is made in all light silks, fancy

weaves and stripes, and is one of the most prominent styles of the season.

The third band bow is a beauty from the collection of Glover & Brais who have an ex-



BAND BOW—GLOVER & BRAIS.

cellent range running from \$1.25 to \$4 per dozen and in a good display of patterns.

No. 139x is a graduated derby of which a cut is shown in E. & S. Currie's advertisement on page 21. This tie is made

extra length and with extra wide ends. It is a purely Christmas scarf and is made in fancy whites especially.

No. 136x is a natural knot, a good imitation of a tied flowing end. This scarf has the buckle and clasp at the back, and is finely finished. The quality of the stuffs used is excellent.

The Ibis is a neat knot scarf shown by Glover & Brais. This is a most charming tie and has proved to be a fast seller with the best trade.

NOTES.

The "tight rolling" umbrella being shown by Irving & Co. are destined to be the coming article for men's wear. Being scarcely larger than a good sized walking stick they present a natty, neat appearance that is taking with any one aiming at "La Mode." The materials used are of the best, the ribs particularly being so constructed as to lock one within the other. These are quoted from \$13.50 to \$48 per dozen. They claim their value in wood and brown tubes at \$9 to \$11.50 cannot be equaled by any importer.

The Fawcett & Baker hat factory, Toronto Junction, Ont., which has been closed down for some time, will likely resume operations.

Mr. J. E. Molleur's new straw hat factory at St. John's, Que., is a large and substantial building, and is a fair indication of the activity and enterprise of the proprietor. The present hat factory is to be utilized as a woolen mill.

Irving & Co. are making their tight rollers into ladies' as well as men's goods, and the same neat effect is given. Twill silks of navy and also black mounted on ivory and colored imitation amethyst knobs are among the novelties. They will produce values in ladies' 21½ and 23 inch at 60c., 75c., 95c., \$1.15, that importers cannot equal for value and finish.

Mr. R. J. Devlin, the well-known hatter of Ottawa, received a curious present from Jamaica a few days ago. Contained in a wooden case were two small animals, which looked something like enormous rats or weasels. Their fur was much longer and finer, however. They were nine or ten inches long, with furry tails of the same length. The cage bore the following inscription: "We are Mr. and Mrs. Mongoose, of Jamaica, going to Ottawa, Canada, for our health."

Joseph Saulnier, who was a partner in the Truro felt hat works, has started the manufacture of fur felt hats, soft and stiff in Truro. There is only one other manufactory of the kind in Canada, and as they have 30 per cent. protection against British and American manufacturers he should succeed by exercising very great caution. He learned his trade in the States, where he worked thirteen years. He had a factory at Brookville, Digby Co., N. S., for a couple of years.



No. 136x—E. & S. CURRIE.



IBIS—GLOVER & BRAIS

Removal Sale

...THE very large business which we have done since commencing our removal sale on the first of October is substantial proof that the trade realize that we are offering bargains in every department as advertised. Our October turnover was large and we are determined that November shall even be larger if it can be accomplished by offering our stock at what every buyer must acknowledge to be from fifteen to fifty per cent. under regular value. We never make claims which we cannot substantiate. It has cost us a season's profit to tell the trade this. It costs you nothing to find out whether we are correct or not in what we claim. We welcome you, Mr. Buyer, to look through our stock. You may command our time, assuring you that we take pleasure in showing our goods, so that there will be no long faces or disappointed salesmen if you do not buy. All our lines are deserving of your attention, but the following should be specially noted :

Dress Silks
Silk Velvets
Velveteens
Dress Trimmings
Ribbons
Millinery

Millinery Adornments
Mantle Cloths
Mantle Plushes
Mantle Velvets
Astrachan Curls and
Sealettes

Also our large and well assorted stock of German Jackets and Ulsters. We have a large shipment of Jackets on the way out which will put this stock in fine shape for November trade. It would pay any buyer to take one or two trips to the city this month, but if this cannot be conveniently done you can do just as well, as far as prices are concerned, with our travelers, only there are big snaps in broken and odd lots which cannot be sampled to advantage.

Samples mailed to any address for the trade when requested.

Faithfully yours,

S. F. McKINNON & CO.

Cor. Wellington and Jordan Sts.,

TORONTO.

Offices : 35 Milk St.,

London, England.

FURS AND FURNISHINGS.

HATS have retired into the background for the time being, although orders for spring goods are being steadily sought for. Styles for spring vary very much, but were briefly indicated in last issue. The New York styles are described in another article.

Fur goods are booming even though October was an exceedingly mild month. Dealers are anticipating a good business in November, and cold weather is all that is needed to make it.

The indications just now are rather in favor of a flatter class of astrachans for ladies' capes. These furs are more like what is

known as moire astrachan, and have come to the front with those who desire to have the goods now that everybody will have a year from now. The lengths most popular are 24 and 30 inches, although a few longer ones have been sold.

Wool seal is still selling, but there is not the advanced craze for it that was so prominent last season. Wool or Greenland seal is an admirable fur in such a damp climate as that of England, but it is not so necessary in the beautiful dry winters with which Canada is favored.

Jackets are doing very well, and full sleeves and umbrella skirts are the features. These are shown principally in Persian lamb, fine Bocharin and fine astrachan. In spite of their lack of newness, astrachan



PERSIAN LAMB ETON WAIST.

jackets are selling well with the general public, as the cape is not really a cold weather garment. The close-fitting jacket may not be so stylish, but it is certainly the most comfortable.

Two illustrations of fur garments are shown here, which illustrate two of the advanced styles of the season. The military cape is shown by all dealers in various lengths and various furs. The Eton jacket is very natty, but very extreme. In some cases the sleeves are of silk, black moire predominating, and in other cases fur sleeves are used. Persian lamb is the fur most used, and the garments are made with or without the reverse collar.

U.S. STYLES AND COLORS.

The dullness of the retail trade since the output of the leading styles, says the October American Hatter, makes it difficult if not impossible to give any more definite ideas as to the tendency of city trade than were given last month.

The taper round crown still continues a favorite with country trade, and there is every reason to believe that it will last through the season. Heavy curls are popular with all styles of crowns, but it will probably be much lighter for spring.

The spring styles in stiff hats so far shown give no indication

of any very radical changes. There is a tendency to push the sharp square crown, and all manufacturers show this style in a variety of modifications. The square crown has been for some years past a semi-staple style, and thus it will probably remain for some years to come.

Tourist shapes are selling well, particularly in the medium and low grades. It is remarkable at what a low figure really attractive tourist hats, well lined and trimmed, can be sold, and there is little need for anyone to wear a bad hat nowadays.

A SPECIAL CHANCE.

Men's furnishers have a special chance in the new competition announced last month by THE DRY GOODS REVIEW. Three photographs have to be sent in, and the first prize is \$20. Two other cash prizes are offered. A furnishing window is easy to dress if proper appliances are used, and looks well when finished. Three windows must be dressed before January 1st, and a photograph of each sent in. THE REVIEW desires the co-operation of the trade in this matter, so that the discussion of the results and the publication of the photographs will be useful to all readers of this journal.

HERMAN S. SCHEYER.

Mr. Herman S. Scheyer, of Montreal, has just returned from Europe and is again hustling for business. He has laid in his usual stock of nutrias, persian lambs, seals, etc. In the latter fur he claims to have secured some specially valuable lines at close prices and will give his customers the benefit in turn. Some fur coats, manufactured by himself at his new premises, corner of St. Nicholas and St. Paul streets, are worthy the attention of buyers.

Mr. Scheyer will still continue to do a business in waterproof garments. However, he claims that the duty on waterproof cloth and the retaining of the old duty on manufactured goods compel him to have the garments made in England, where also labor is much cheaper. He will continue to import, and has the first consignment ready for delivery. The styles will be found to be up to date.



A MILITARY CAPE. A. A. ALLAN & CO.

Wyld, Grasett & Darling

**SPECIAL LINES SUITABLE
FOR NOVEMBER TRADE**

Leading lines in Flannelettes, large ranges of patterns.

Eiderdowns, in Plain and Fancy Styles, also Napped, in Plain Colors.

Complete ranges of weights and sizes in White Union and All Wool, also Extra Super Blankets. Grey Union and All Wool Blankets. Horse Blankets.

Hosiery--Ladies' and Children's plain and ribbed, full range.

Ladies' and Children's Underwear in Natural Wool.

Mantlings, Beavers, Astrachans, Curls, . . . Etc.

WYLD, GRASETT & DARLING

TORONTO.

Mantles ^{AND} Jackets

THE subscribers desire to call attention to their MAGNIFICENT DISPLAY of NEW and STYLISH CREATIONS for the EARLY FALL and WINTER TRADE.

Our "PRINCESS ALIX" Combination Jacket is a pronounced success. "GOLF CAPES a specialty.

INSPECTION SOLICITED.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

Ready for Spring Trade

*Neatness
and
Economy
Combined.*



*Strength,
Durability
and a
Novelty.*

The American Fashion for

LADIES AND GENTLEMEN

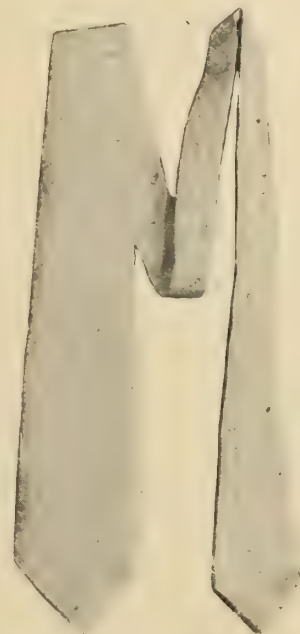
We claim that for the better class of trade our "Tight Rollers" will have preference over every other style.

SAMPLES NOW ON THE ROAD

Irving & Co. Cor. Yonge and Walton Sts.
TORONTO
MAKERS

Christmas * Novelties

IN . .
NECKWEAR



Our travelers are now showing to the trade, new weaves in the latest combination of colorings, in novelty shapes and styles of ties, especially intended for the Christmas trade.

E. & S. CURRIE 64 BAY ST.,
TORONTO.

FOREIGN MARKETS.

THE industrial situation at Fall River has commanded the attention of the textile trade during the past month to a very great extent. Both sides, says the Manufacturers's Review, have maintained their positions firmly, and at the close of the month the probability of an immediate resumption of work was apparently as remote as at the beginning. The operatives insist that they will not return to work except at former rates, while the manufacturers are equally stubborn in their refusal to start their mills, except at the reduced schedule of wages, unless the market for print cloth should advance to $3\frac{1}{2}$ cents. They are apparently prepared for an indefinite shut down so long as the present conditions prevail in the market, and in this respect they may be said to have had the best of the situation thus far, for business has been so dull of late that they have not been able to dispose of any large quantity of their surplus stock, even at current quotations.

SILKS AT CREFELD.

With reference to the condition of the Crefeld silk trade, it may be remarked that, generally speaking, the wholesale silk trade in Germany is a little quieter. The Jewish holidays, which fall between the last days of September and the first days of October, mark up to a certain point the close of the autumn trade, and the business picked up during succeeding weeks is gleanings merely. Retail sales are, however, satisfactory, considering the prudence that is shown generally. Business in articles suitable for wear at soirees has been very fair. Mantle linings have been less satisfactory this season, and the diminished inquiry from the Berlin market has extended to the chief provincial cities. Supplementary orders are only of small importance. The bulk of the hand-loom silks and ribbons.

CHEMNITZ HOSIERY.

A report from Chemnitz, dated Monday, October 15th, states that the hosiery trade is looking up. Large orders have been booked for export, and manufacturers are now fully engaged for the next three months. Prices are advancing for the leading goods taken for America. The home trade still keeps on black goods in various styles, the cheaper makes meeting with much favor. In fancies prices are unsatisfactory. The stocks held here are in good hands, and the prospects are altogether better for a large trade after the turn of the year.

NEW YORK CLOAK TRADE.

The Dry Goods Economist of October 27th thus sums up the New York situation: All matters of minor importance are overshadowed in the cloak and suit trade this week by the continuance of the strike. While every house in the trade is slowly increasing its working force, the accessions are not numerous enough to make the output very much greater.

The determined stand taken by the operatives has been met by the manufacturers in a spirit of opposition and firmness entirely unexpected and hitherto deemed impossible. Fully seven-eighths of the cloak manufacturing capacity of New York city is represented in the organization formed last week. This organization is now about to be incorporated with a capitalization of half a million dollars. Nothing but a danger which threatened the very existence of the industry could have welded into an enthusiastic and harmonious body a membership whose usual relationship is divergent or belligerent. Personal differences have been forgotten and all are pulling together to maintain the supremacy of New York as a cloak and suit manufacturing city.

FANCY PARASOLS

Creams for summer trade are shown by Irving & Co. in advance of everything else, and in these very handsome but moderate-priced goods are produced. One made of cream Japanese silk, trimmed with cream chiffon gathered at the frill, giving a beautifully cool and summer look to it, is very striking. The same effect in this lace is produced in black of the Japanese silk. Some shot frills trimmed with chiffon of contrasting color, but shot to harmonize with the material are also shown. All are mounted on wood handles about twelve inches in length.

A WEDDING.

Mr. J. W. Mickleborough, city traveler for Messrs. Caldecott, Burton & Spence, was married last month to Miss Ruth Muldrew, eldest daughter of Mr. John Muldrew, of the firm of McMaster & Co. The two sisters of the bride acted as bridesmaids, and the ceremony was performed by Rev. D. J. Macdonnell. The wedding was a very quiet one, only the oldest friends of the family being present. The happy couple have gone East.

ARRIVALS IN ENGLAND.

The following buyers have arrived in England: Mr. R. E. Burns, (Messrs. Cornell, Spera & Co., Winnipeg); Mr. George Hyslop, (Messrs. Hyslop, Caulfeild & Co., Toronto); Mr. W. T. Minnes, (Messrs. Macnee & Minnes, Kingston); Mr. R. C. Struthers, (Messrs. R. C. Struthers & Co., London, Ont.); Mr. W. J. Nicholson, (Messrs. Robinson, Little & Co., London, Ont.); and Mr. G. H. Pack, (Messrs. S. F. McKinnon & Co. Toronto).

Do you import from EUROPE?

If you do you ought
to know

PITT & SCOTT

THE "PIONEER" SHIPPING AGENTS

FOR

CHEAP FREIGHTS

CHEAP INSURANCES

CHEAP SHIPPING CHARGES

And the Best of Attention.

We Do Everything to Please Our Clients.

OFFICES:

LONDON	LIVERPOOL	PARIS	NEW YORK
CHIEF : 23 Cannon St., E.C.	7 South John St.	7 Rue Scribe.	39 Broadway.
WEST END : 25 Regent St., S.W.			

FALL, 1894**FALL, 1894**

Samson, Kennedy & Co.

THE GREAT FANCY DRY GOODS HOUSE OF CANADA

And Importers of Irish Linens



MOTTO: "WE ALWAYS LEAD, WE NEVER FOLLOW."

(REGISTERED TRADE MARK.)

We have just received and passed into stock the last consignment of an immense purchase of

American Novelties for the Christmas Trade

Secured at a great reduction, and comprising an assortment too large to enumerate. Every live merchant should see this range.

SAMSON, KENNEDY & Co.

44, 46 and 48 Scott Street

15, 17 and 19 Colborne Street

TORONTO

And 25 Old 'Change, LONDON, ENGLAND.

A MODEL ADVERTISEMENT.

WHILE wandering through the Dry Goods Economist of last week, a person could hardly fail to be struck by a model advertisement which appeared therein and which is reproduced on this page.

It contains no specially new features, but it combines in a most taking way the leading characteristics of the best advertising of the day, set in striking type with admirable arrangement.

In the first place the heading of the advertisement, "Giving Good Value," represents an idea which has not been generally adopted by those who pay for advertisements in Canada or by those who form this advertisement in type. Nevertheless it is a useful part, giving as it does, a key note to the advertisement. The motto of a store may be used there permanently.

Then the upper part, or introduction to the advertisement, is original, and is used as a "catch heading," a most essential feature in all dry goods advertising. Only two words stand out boldly, but the other words in black faced type are necessary explanations and adjuncts of these two. The ornaments are single and neat and not too profuse.

Then the body of the advertisement is set in small, readable type. Too many Canadian advertisers seem to retain the old idea, that an advertisement must be made up entirely of display type of greater or less proportions. This is a grievous error. With good display headings, the body of the advertisement may be put in the same type as the general matter of the newspaper, and it will

yet receive all the attention it would be favored with if set in type three times the size.

Then the body of this advertisement contains information. It is not a windy collection of balloon words. It is an array of facts, and as such is the sledge-hammer which convinces the reader while the iron of his understanding is heated and ready.

Again, prices are quoted. Of course, there are still a great many dry goods men in Canada who would feel horrified at such a procedure. But they are growing yearly smaller in numbers. Those who haven't failed have sold out, or are waiting for some fool, would-be merchant to come along and make them an offer for the wreck of their former greatness.

The name of the firm appears in bold, clear type, no fancy fixings or Louis XIV type, but plain and businesslike. Below it might have been put the address, but that is an easy addition.

The advertisement is supposed to occupy two columns in width in a newspaper. This width is desirable, if the advertisements are crowded. A single column is quite suitable when it is "next reading matter." The size of an advertisement must always depend on the quality and quantity of the matter of which it is composed. In this advertisement the quality is im-

portant and the quantity is large, thus justifying a two-column space. Many an advertisement has been put in a paper in double the space, with only one-half the matter that is here contained. The majority of advertisers have failed to grasp the secret of getting the most out of the space at their disposal. This model should help them a little.

Giving Good Value.

Receiving

....

MORE DRY GOODS FOR OUR MONEY THIS FALL THAN EVER, CONSEQUENTLY WE ARE

Giving

....

....

MORE DRY GOODS FOR THE MONEY THAN EVER!

These Offerings Prove It.

One case each grey and white Blankets, at 48c. per pair.

One case each scarlet and white Fine Wool Country Blankets, at \$2.95 per pair; worth \$4.00.

Ten cases of the celebrated St. Mary's Blankets, covering every shade, grade and size produced by this famous mill. We are sole selling agents for Wheeling.

All-wool striped Flannel Skirts, full lengths and widths, at 79c. As good as you ever had at \$1.

Silk and wool mixed Novelty Dress Goods, at 50c., that look when made up like the dollar kind.

Covert Cloths in many grades and colors, 50c. yard up.

Eight large Dress Goods Departments crowded with the best values we ever had.

New Moire, Novelty and Plain Silks. Velutine in all widths, shades and qualities; wear equal to velvet. Trimmings in Jet, Fur, Crochet, Silk, Beaver, etc. Points, Insertions, Edgings and Waist Sets. Artistic shapes in Buckles and large Buttons.

See some of our Trimmings in Market street window.

Double Napped Canton Flannel, 3¾c. yd.

Real Turkey Red Prints, figured, 4c. yard.

Dress Prints, medium shades, 3¾c. yard.

Extra quality 40-in. Muslin, 4¾c. yard.

Very large Turkish Bath Towels, 10c.; worth 18c.

Glass linen Crashes, 6¼c.; worth 9c. yard. Turkey Red Table Linen, 18c., 29c., 33c., 39c., etc.

India Linen Remnants; another lot at half price.

Curtain Ends, at 19c., 29c. and 39c. each.

Gloria Silk Umbrellas, paragon frames, Weichsel and Acacia handles, \$1.39; worth \$2. A finer grade at \$1.79; worth \$2.50.

Ladies' fine Seamless Fast Black Hose, Hermsdorf dye, 21c. a pair.

Ladies' Silk Plated Hose, 49c. pair: worth 75c.

Ladies' Hose, Hermsdorf dye, prime quality, 12½c. pair.

Ladies' Black Seamless Wool Hose, ribbed tops, 25c. pair.

Men's Seamless Half-hose that give solid wear, four pair, 25c.

Fast Black Seamless Hose for children, 12½c. pair.

At 50c. and 69c., we sell Jersey ribbed Underwear for ladies; worth fully one-fourth more.

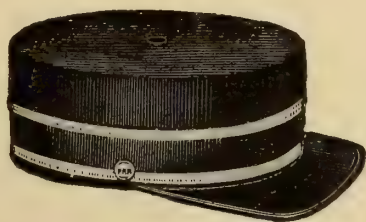
The new style Jersey Ribbed Union Suits on sale.

Fibre Chamois, the new interlining. We have it.

Feather and Fur Boas and Collars just in

GEO. M. SNOOK & CO.

A. A. ALLAN & CO. | John D. Ivey & Co.



WHOLESALE

**Hats, Caps, Furs,
Robes and Straw Goods**

*CAP DEPARTMENT --- Manufacturers of
Railway, Firemen's, Police, Band, Baseball,
Lacrosse, Cricket and Society Caps. Also
Tourist and Yachting Caps.*

Elegant Designs. All Prices. Orders Solicited.

A. A. Allan & Co.

51 Bay Street, TORONTO.

For the assorting season
we keep our stock

Well assorted

. . IN . .

Each Department

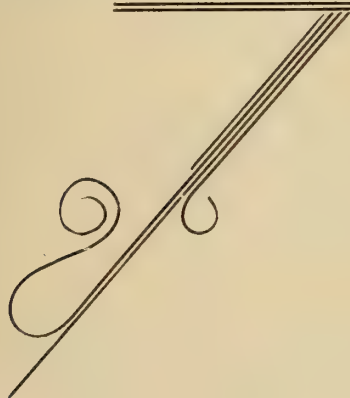
by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.

Write for Prices
of the

“MANCHESTER”



**Odorless
Waterproof
Garments**

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

SECOND PRIZE ESSAY.

HOW TO DRAW AND KEEP TRADE.

By JOHN J. MASON, BOWMANVILLE.



N considering this subject we will confine our remarks to such means and methods as apply equally to each phase of the subject, viz., Drawing Trade and Keeping Trade, presuming that to be the intention of the question, rather than the discussion of each separately. It seems necessary, also, to say that the subject is looked at from a general standpoint, and some of the points given below may not apply as fully to city retail stores.

The first consideration should be given to the goods offered for sale.

KEEP A WELL-ASSORTED STOCK.

People prefer to do their purchasing at a store where all their wants are readily supplied in detail, rather than where they are constantly met with the reply, "We are out of that shade or number; won't something else do as well?" It should be the business of the merchant to know the requirements of the public, and be able to supply them. By some systematic method, never allow the stock to run down in assortment. A store of which the public say "I can always get just what I want there" has such a start in the race for trade that success is almost sure.

SHOW FASHIONABLE GOODS.

Be the first to exhibit new designs in style, color, texture, etc.; for even the people who do not buy "the very latest," like to see the new goods, and are drawn to the store that has the reputation of always keeping them.

Following this thought, and closely allied to it, we would suggest,

AVOID OVERSTOCKING IN MARKED LINES.

Customers seeing the same patterns staring them in the face week after week get the impression that the stock is old, thus making it much more difficult to sell to such persons or retain them as permanent customers. Even though a pattern sells well, it is not always wise to repeat it. Discretion and judgment should be used here.

SELL RELIABLE GOODS.

In selecting your stock, exercise the greatest care to purchase only such goods as will give perfect satisfaction to your customers. While it is necessary to keep different qualities to suit different classes of trade, it is better to lose a sale to the person who is looking for the "cheap" article, than to sell anything that will be disappointing to the purchaser. People often forget the price they pay, and judge the store by the wearing qualities of the articles purchased.

With these suggestions regarding the stock, our minds naturally turn to the place of business.

MAKE THE STORE ATTRACTIVE.

Presuming its location wisely chosen, be ever active in your efforts to improve its appearance. Our space will permit merely a few hints in this direction: Neatness, cleanness, varied displays of goods, beautiful blending of colors, frequent changing of position of articles, etc. Remember, an attractive store is inviting, and assists materially in drawing and helping trade.

Attention should be given in arranging the store, to provide for the comfort and convenience of customers. There are numerous matters, each of which might be considered trifling in itself, but taken as a whole are important and greatly appreciated by the trading public. To be practical in developing this thought, and in more fully illustrating our meaning we will mention a few of these details: Comfortable seats for those who may be waiting, or a waiting room with toilet requisites; proper degree of heat in winter, cool as possible in summer, proper ventilation, and a hundred and one other things, varying according to circumstances, which will suggest themselves to the mind of the merchant who undertakes in earnest to use this means of drawing trade.

Have the store arranged so that customers may be served expeditiously. In carrying out these ideas allow nothing to interfere with the store having a business appearance.

People come to buy goods, not to visit, and the object should not be to entertain but to make them comfortable while doing their buying. In connection with the thought of store attractions, special mention must be made of

FRONT AND WINDOW DISPLAY.

This method of drawing trade is almost universally adopted, and certainly assists in accomplishing that purpose.

The use of price tickets neatly arranged so as to attract attention helps to make the display more interesting, and sales are often the direct result. There is a possibility, however, of this being overdone and defeating the object intended by causing confusion, and giving the impression that nothing is special.

ADVERTISING METHODS.

This is one of the most prominent features in connection with this subject, and if properly treated would occupy sufficient space for an entire essay; but as one of the means of drawing trade we shall endeavor to outline a few rules regarding it. Advertise freely but judiciously. Hundreds of dollars are thrown away in advertising because the advertiser does not use proper judgment. Adopt different methods. Newspaper, circular, handbill, etc., are all good and useful if used at the right time and in the proper way. Send samples of new and fashionable goods or staples of extra value by mail to prominent people, accompanied with descriptive letter and an invitation to call at the store. Make your newspaper advertisement readable and interesting, but ever bear in mind that the object of the "ad." is to bring purchasers to your store, and not merely to figure as a contribution to the comic column of the paper. Take a high stand, emphasize the quality of your goods. Avoid statements that are misleading; they may bring people to your store, but the bad impression made by the disappointment will react against you. Avoid exaggeration, state facts, and let the public know by experience that you always mean what you say. Make your salesmen acquainted with what you say in your advertisements, so that they may be careful to see that everything is fully substantiated to everyone who calls.

The greatest care should be exercised in selecting

COMPETENT SALESMEN.

They should be possessed of an agreeable manner, neat in appearance, interested in their work, and have natural ability for it. Then be very sure to see that the following qualities characterize their treatment of customers:

ABSOLUTE TRUTHFULNESS.

In the most minute details absolute candor and honesty of statement should be insisted on. This always creates a feeling

EAGLE KNITTING CO.,
HAMILTON,MANUFACTURERS OF THE CELEBRATED **HYGEIAN** BRAND OF CHILDREN'S AND LADIES'**Vests, Drawers and Combinations**

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



WARNING—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

Thibaudau Bros.
& Co.

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN**DRY GOODS****THIBAudeau FRERES & CIE.**

Quebec.

THIBAudeau BROTHERS & CO.

London, Eng.

THIBAudeau BROS. & CO.

332 St. Paul St.

MONTREAL**CHRISTMAS NECKWEAR****Bronze and Myrtle Shades****Self Figured Blacks****Endless Variety in Fancies****Spring Underwear Half Hose . . .**Balbriggans,
Natural Wool,
English Merinos,
Blue and White Spots,
Tan and Black Spots,
Lisle Thread and Silk.

Write for samples of our low flannellette shirts

Hermsdorf Black Cotton,
Tan Shades from \$1.00 up,
Fancy Silk Embroidered and
Pin Dots,
Blue and White Spots,
Tan and White Spots,
Lisles and Silk in all prices.**GLOVER & BRAIS,**

184 McGill Street . . .

MONTREAL

of confidence on the part of customers, which leads them to recommend their friends to patronize the store in which they were never deceived. Do not allow trickery or anything approaching a fraud to be tolerated for an instant. A sale may often be made through misrepresentation, but at the cost of losing a regular customer, together with their influence. To carry the idea even further, see that the actions of all employees are honorable. You would insure the good-will and patronage of the community through the knowledge that honor and uprightness is the motto of the store.

COURTESY, POLITENESS, CIVILITY.

Let this be done naturally, avoiding that disgusting superfluous gush or affectation which repulses rather than attracts. Without sacrificing a dignified business deportment show customers that it is a pleasure to see them, and that it is your desire to supply their wants. Let this service be prompt and unhesitating; no one likes to wait, and people will shun stores in which they have been kept waiting on previous occasions. It is desirable to cultivate an aptitude for remembering the names of each individual customer. Do not talk too much or suggest by your manner that you consider your judgment better than the customer's. Agreeableness is an important factor in this connection, making slight concessions where reasonable in order to avoid argument. Avoid sarcasm, it may display sharp wit, but will positively not assist in drawing or keeping trade. Avail yourself of every opportunity of showing something new, in fashion, quality or design; not with the express object of selling (although having that in view), but rather to interest and give the impression that you consider the person a good judge of such things. This and other methods of indirect flattery are legitimate means of keeping good customers and, through their influence, drawing others.

AVOID PARTIALITY OR FAVORITISM.

Unless the same attention is given to the humblest customer as is shown to the most aristocratic, offence is almost sure to be given, followed by loss of trade. Let an air of cheerfulness exist with which customers will become infected, and cause them to remember with increasing pleasure each visit to your store. We have dealt with this feature of the subject at considerable length, because we believe the treatment the public receive when visiting the store a most important feature in drawing and keeping trade.

AVOID MISTAKES.

The greatest dissatisfaction and loss of customers is often caused by blunders which might easily be avoided if proper care was exercised. We refer to such things as errors in measurement, omitting any small articles of purchase when making up a parcel, making change, summing up bills of purchase, matching samples sent by children, putting in wrong sizes, etc. Special care is necessary when charging goods to credit customers as the lapse of time before settling the account makes it much more difficult to effect any satisfactory settlement where errors have occurred.

In rendering accounts be very careful not to violate any arrangements previously made regarding time or mode of payment. Excuses and apologies seriously militate against drawing and keeping trade.

AVOID MISUNDERSTANDINGS.

When making any agreement with a customer the greatest care should be exercised to be perfectly explicit in every detail. Be certain that you know perfectly what the customer intends,

and that the customer understands perfectly what you mean, for even though your after concessions may meet his views of the agreement still there will not be the same satisfaction had no difference in the conception of the agreement existed, and instead of the beneficial influence of a satisfied customer we have the deleterious influence of a dissatisfied one.

LOW PRICES

play no unimportant part in drawing and keeping trade, and of course presuppose low buying. While profit must be made, and we recognize that the object of doing business is to make money, it is a penny wise and pound foolish policy to mark goods at too high a price. The custom of people in comparing goods and prices is carried to such an extent, that low price and good value speak emphatically in favor of the store where they are found to exist, and the extra trade which they attract will more than repay any apparent loss in marking goods low. This is especially applicable to leading staples and marked lines, and while we deprecate carrying this to the extreme of selling several lines below cost, we positively say that leading lines at very low prices is one of the best means of drawing trade.

GOOD SOCIAL QUALITIES.

We consider the social relations of the merchant outside of the store of considerable importance as bearing on this subject.

The more numerous his connections (if they are honorable) and of a nature to induce friendships the better. His circle of acquaintances can scarcely be too large and should be made a study as part of the work of successfully conducting the business. By keeping posted in the social affairs of the community he will thus be able to make enquiries regarding the health of a sick friend or absent relative which pleases almost everyone and thereby makes it much more likely to produce profitable and enduring business relations. The merchant cannot be too well (if honorably) known; consequently being frequently seen in public in connection with worthy objects will indirectly promote trade. Care should be taken to avoid politics and matters of a controversial nature.

GIFT SCHEMES.

We think the practice of giving away pictures, silverware, enlarging photographs, paying railway fares of customers, guessing competitions, etc., may all be properly classed under this head. These special attractions and inducements are effective at first, but are short-lived, unstable, not founded on correct principles, and are liable to react injuriously. All such plans tend to arouse suspicion on the part of the public, and unless very carefully managed, have the opposite effect from that intended. If used at all, should be offered as a discount to cash customers, explaining that the use of the money is worth to the merchant what he pays for it in this matter.

USING AGENTS.

Persons such as dressmakers, custom tailors, etc., may for a consideration, such as a liberal discount on goods for themselves, be induced to recommend a particular store to persons with whom they come in contact, and through their influence considerable trade may be secured. We scarcely approve of this method, and would not recommend it unless under very favorable circumstances, and when used by others in same town.

A BARGAIN COUNTER

Is appreciated by a very large class of the community, and it is a good drawing means. All the goods shown as bargains should be extra value, and though some money may be lost in this

Established 1792

KNOX'S



Tailors' Linen Threads

—ARE—

UNEQUALLED

FOR —

.. Evenness and Strength ..

IN USE FOR THE
PAST 100 YEARS

BY THE

Best Tailors
Throughout the WorldDEMAND **KNOX'S** AND TAKE
NO OTHER

A Carpet Trade

WITHOUT STOCK

Not a difficult matter, when you know us. You do know how difficult it is—practically impossible in nine cases out of ten—to carry a stock of carpets of sufficient size and variety to enable you to please your customers with any degree of satisfaction—if at all.

Beyond any doubt we carry the largest assortment of carpets, linoleums and oilcloths in the Dominion. You can arrange with us to secure samples of the most sure selling lines. From out of these you will, invariably, be able to make a sale. Ascertain how many yards are needed and despatch us the order. The goods will go to you by return freight or express. Good scheme—isn't it?

**John Kay, Son & Co.**

34 King Street West,

—TORONTO.

EMPIRE CARPET WORKS...

St. Catharines
ONTARIO

We make UNIONS
in six grades.

Fine Wools, 3 ply Wools,
Extra Super Wools,
Art Squares in Union
and Wool.

PATTERNS AND COLORINGS
IN NEWEST DESIGNS.

MANUFACTURERS OF

Ingrain Carpets

Our Samples are in the hands of our
travelers, who cover the ground from
Halifax to Vancouver.

... Emblematic Designs a Specialty.

Will call or forward samples on application.

JAMES H. ETHERINGTON
PROPRIETOR

St. Catharines

way, it pays indirectly. While numerous ideas of a more theoretical nature might be mentioned, our intention in this paper has been to confine our remarks to sound, practical, workable methods, hoping they may prove of benefit to the general retail trade.

DRESS GOODS.

THE DRUMMER AND HIS GRIP.

Though the rain and sleet are falling,
And the roads are "awful muddy,"
Though all men "hard times" are bawling,
Though a fellow's nose gets ruddy,
Though the rivers may be frozen,
And the frost may bite and nip,
They can never stop the advent
Of the drummer and his grip.

Though the trains may all be smashing,
Though the horses all go lame,
The drummer, like the bedbug,
Will get there just the same.

And, when his time is over,
Will come smiling from his trip,
For he always "makes connection,"
Does the drummer with his grip.

Ah, he teaches us a lesson,
With his energy and grit,
Things that "paralyze" most people
Don't astonish him a bit.

And he's ever bright and cheerful,
And a smile is on his lip;
He's a daisy from away back,
Is the drummer with his grip.

Give him a kind word always,
He'll give you back the same;
For the doings of some "black sheep"
Don't give the whole tribe the blame.

For down, clear down to Hades,
Some so-called "good men" slip,
While along the road to Heaven
Goes the drummer (with his grip).

A NOVEL IN ONE CHAPTER.

Beneath the dazzling brilliancy of the electric lights she looked to be of almost supernatural beauty. In her hands were clutched a collection of various colored bits of silks, laces and other fabrics.

The girl seemed to be in distress, and Ernst paused before her a moment and raising his hat fully five inches from his head, asked with true D'Aramore courtesy and a look of almost human intelligence: "Can I be of any assistance to you, madam?"

The girl burst into a passionate fit of sobbing. Then she approached nearer and said, impressively:

"I am looking for the way to the land of the ostrich, where the Prince of Wales plumes grow upon the trees and paradise aigrettes wave in the breeze. I can see it now. There is a river of sparkling gelatine spangles, with hills of mirror green velvet and clouds of chiffon and point d'espirit. There are

mountains of steel filagree and jet and golden cabachons which shine in the sunlight. Can you not see the cascades of accordion plaiting rippling into a lake of rhine stones?" "See! See!" and she clutched Ernst's arm wildly. "See those brown satin roses and velvet violets, those black poppies and green carnations, and those rows of grinning mink heads, with their beady eyes and sharp white teeth. Save me, oh! save me from them!"

In a moment Ernst realized what had occurred. She had been to eight fall millinery openings in one afternoon, and her mind had given way.

SITUATION WANTED.

TO HOUSES STOCKING SWISS EMBROIDERIES, having already, or wishing to open a branch office in St. Gall. Smart, energetic and pushing young man with intimate knowledge of the embroidery trade, gained through 15 years' practical experience in all its branches, is open to accept engagement as Manager of same. Expenses very small. A 1 references. Address Y. M., Dry Goods Economist, New York City. (11)



Kantopen Spring Hook

This is the best thing on the market and we make a special proposition this month to send for 2 gross cards, prepaid, which can be returned to us, all or part, at our expense, in 60 days, if not satisfactory.

THE CANADIAN NEEDLE CO.
15 Victoria Square - MONTREAL

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16 ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles. Sold everywhere.

THE CROWN PERFUMERY CO.

177 New Bond St., London, Eng.

By all principal dealers in perfumery.



"D"



TWELVE FIRST MEDALS.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: W. S. THOMSON & CO., LIMITED, LONDON.

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

"FITS LIKE A GLOVE."

THOMSON'S

ENGLISH MADE,

Glove-Fitting, Long Waisted, TRADE MARK.

CORSETS

At Popular Prices.

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

TORONTO CARPET mfg CO. LIMITED

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN
CARPETS

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER
CARPETS

The Maple
Leaf
Brand

The "Imperatrix"
Axminster

KENSINGTON
ART SQUARES
IN ALL SIZES

INGRAIN CARPETS
IN ALL
QUALITIES

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893

AXMINSTER
SQUARES, RUGS, MATS,
BODIES
BORDERS
STAIRS

TORONTO CARPET mfg CO. LTD.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

MOULTON & CO.,

10 St. Peter Street, MONTREAL,

MANUFACTURERS OF

CORDS, TASSELS, ORNAMENTS, BARREL BUTTONS, ETC.

Agent for Ontario { BEN ALLEN,
32 Colborne Street, TORONTO

PERRIN'S
PERRIN'S
PERRIN'S

PERRIN FRERES et CIE.

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,
MONTREAL.



"MALTESE CROSS"

MACKINTOSHES

Sold by all leading Wholesale Houses.



Fac-Simile of our Woven Silk Label.

Latest patterns in English and Scotch Tweeds,
Paramattas and Worsteds now ready.

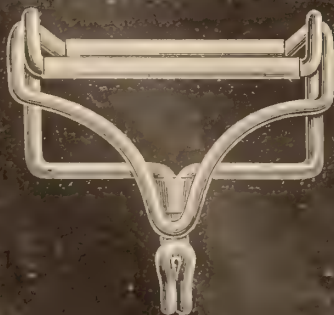
Absolutely Odorless.

Will not Grow Hard.

MANUFACTURED SOLELY BY

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 & 63 FRONT STREET WEST, TORONTO



For Durability, Simplicity and perfection,
this Brace Buckle stands supreme.
It's without teeth and cannot slip,
the harder the pull, the tighter it gets.
No need to take off the ends to adjust
it up or down. A favorite with everyone
who wears it, and a seller every time.

DOMINION SUSPENDER COMPANY,

United States, NIAGARA FALLS, Canada.

Toronto, Office - E. Stovel, 45 Canada Life Bldg
Montreal, Office - Philip De Gruchy, 28 St. Sulpice St.

Trade Mark

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co

MANUFACTURERS OF

WINDOW SHADES

Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.

24 BAY STREET

Toronto, Ont.

Send for Color Book
and Price List. . . .

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED**,
FINISHED and PUT UP.

Millinery Goods
Ostrich Feathers

• Superior Garment Dyeing and Cleaning in
all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

**CANADIAN
OLORED
OTTON MILLS CO.**

FALL . .

1894

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

— **NOW READY** —

See Samples in Whole-
sale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

AUDITING . .

is my leading specialty. For Regular and General Au-
dits, Special Investigations and Reports upon Disputed, Com-
plicated or Suspected Accounts I solicit your next appointment.

A. C. NEFF,

Chartered Accountant, Auditor, Assignee, etc. 32 Church St., Toronto.

THE C. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all-Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all-Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

J. Frank Riepert

162 ST. JAMES STREET

MONTREAL

DIRECT
IMPORTER

ORIENTAL

BRANCHES:

YOKOHAMA
SHANGHAI
LYNS

SILKS

And Silk Handkerchiefs

MATTHEWS, TOWERS & Co. . .

WHOLESALE

Men's Furnishings

Board of Trade Building,
73 St. Peter St.

MONTREAL

Letter orders receive our personal attention

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

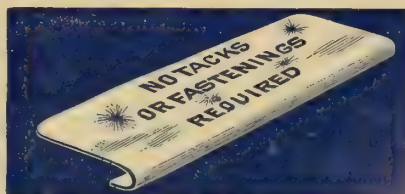
MEALEY STAIR PAD.

AND

STAIR PADS
HAMILTON,
ONT.

OFFICE.—

24 Catharine St. North.



JOHN MACDONALD & Co.

TO THE TRADE

Filling
Letter
Orders
A
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Try
Us.

Do you want to assort
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General Dry Goods
Gents' Furnishings
Haberdashery
Woollens and Carpets

AND

Do you require Novelties
In Fancy Goods for the
Christmas Trade.

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Assorting
House
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The
Dominion.

WE CAN SUPPLY YOUR WANTS AND REQUIREMENTS PROMPTLY.

John Macdonald & Co.

WELLINGTON AND FRONT
STREETS EAST,

Toronto.

The Fickleness Of Fashion

And the fancy of fair women causes many a shelf to become burdened with goods that are perfect in quality, right in price, but wrong in color. The progressive merchant appreciates the fact that the

COLOR OF GOODS

Takes precedent in the sale over pattern, price or quality. Off color goods are not necessarily bargain counter goods. Our business is helping merchants to keep in the color fashion. We are up to the times on fashionable shades. If you have any unsaleable stock of Dress Goods, Hose, Braids, Tweeds, Yarns, Soft Silk, and Union Ribbons, Ostrich Plumes, etc., send them to us and we'll Dye them to the color that will please and the color that will sell. Look over your old stock.

R. PARKER & Co.

New goods should be forwarded to
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Dyers and Finishers

Works and Head Office:
787 to 791 Yonge Street

 **TORONTO, ONT.**

COTTON AND COTTONS
THIRD PRIZE ESSAY.

In This Issue.

1894
**THE CANADIAN
DRY GOODS REVIEW.**

HATS

CAPS & FURS.

DEC.

MILLINERY
& CLOTHING.



News From the Seat of War

Despite the uninterrupted run of victories gained by Japan, the inhabitants still find something to be desired, and this appears to be the "Health Brand," the fame of which has apparently extended across the Pacific. We here produce, verbatim, a card just received. Comment is needless.

MONTREAL SILK MILLS CO.

KANAZAWA, JAPAN, OCT. 1, 1894.

DEAR SIRS:—Will you kindly mail me a catalogue of your "Health Brand" rights for ladies, as advertised in the "St. Croix Courier," of September, and oblige.

(MISS) M. A. VEAZEY.

75 Hirotsuka-Dori, Kanazawa, Ishikawa Ken, Japan.

**THE MONTREAL
SILK MILLS CO., Ltd.**

MONTREAL.

PUBLISHED BY
THE J. B. MACLEAN PUBLISHING CO. LTD.
TRADE JOURNAL PUBLISHERS
TORONTO, ONT.

SPRING NUMNER FOR 1895 IN PREPARATION.

ALLAN LINE

ROYAL MAIL STEAMSHIPS



**Liverpool,
Halifax,
and Portland Mail Service.**

After Nov. 18 the Mail Service will be continued for the Winter 1894-5, from Portland and Halifax, as under:

STEAMSHIPS.	From Portland	From Halifax
LAURENTIAN ...	Dec. 6	Dec. 8
NUMIDIAN	" 20	" 22
MONGOLIAN	Jan. 3	Jan. 5
LAURENTIAN	" 17	" 19
NUMIDIAN	" 31	Feb. 2
MONGOLIAN	Feb. 14	" 16

The Steamers of this service carry all classes of passengers. The Saloons and Staterooms are in the central part, where least motion is felt. Electricity is used for lighting the ships throughout, the lights being at the command of the passengers at any hour of the night. Music rooms and smoking room on the promenade deck. The Saloons and Staterooms are heated by steam.

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Steerage to or from Liverpool, London, Glasgow, Belfast or Londonderry, \$15.

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or **H. C. BOURLIER, 1 King St., Toronto.**

Chadwick's Spool Cotton

For Hand and Machine use.

HAS NO SUPERIOR

ASK FOR IT

Sold by leading jobbers,
among whom may be mentioned:

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S. Greenshields, Son & Co., Montreal
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Etc., Etc.

ROBERT HENDERSON & CO.

General Agents for Canada.

MONTREAL

Good resolutions

Are usually made during
this month—to take effect
1st of January.

Would it not be a good
idea to resolve to have at
once for your office papers
that much needed

Taylor Safe?

BOOKS FOR RETAILERS

Pitfalls Of the Dry Goods Trade

Prize Essays on the above subject by prominent and experienced retailers. Neat booklet form. Sent on receipt of price, postage prepaid.

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In neat booklet form. Prize-winning essays on the above subject, written by retailers who have made the buying, handling and selling of teas a special study. Postage prepaid.

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THE DRY GOODS REVIEW

TORONTO

BEE HIVE
WOOLS.

J. & J. BALDWIN
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HALIFAX

Bee Hive
KNITTING WOOLS
J. & J. BALDWIN
HALIFAX

J. & J. BALDWIN
TRADE MARK

BEE HIVE
SOFT KNITTING
5 2

BEE HIVE
FINGERING
4 PLY 52
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

B B

BEE HIVE
FINGERING
3 PLY 51
REGISTERED LABEL
AND TRADE MARK
J. & J. BALDWIN
TRADE MARK

BEE HIVE WOOLS

TRADE MARK
B B

J. & J. BALDWIN.
MANUFACTURERS

TRADE MARK
B B

BEE HIVE
SCOTCH FINGERING
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WOOLS

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WOOLS

JOHN FISHERSON & CO...

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MONTREAL AND VANCOUVER, B.C.

Messrs. Briggs, Priestley & Sons
guarantee their*DRESS GOODS*

and —————

*CRAVENETTES*To be the very best, and stamp them every five
yards with their name and the length.*See* that the goods you buy are stamped
every five yards with Priestley's name.

: : : No others are their manufacture.

Thouret, Fitzgibbon

— & Co.

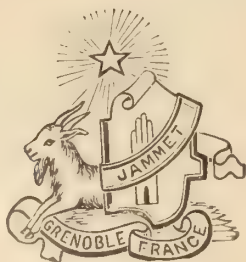
MONTREAL

Sole Agency

And BERLIN, Germany

Jammet's
French Kid

Gloves

Orders
for
Sample
Packages
Solicited.

Trade Mark

La Chartreuse
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Button

SPECIALTIES.

NO OLD STOCK CARRIED.

Fresh Goods Blacks

in Tans
Tans and Browns
and Darks

Very Choice

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Do you import from EUROPE?

If you do you ought
to know

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THE "PIONEER" SHIPPING AGENTS

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EXCEPTIONAL VALUE

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Established 1792

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Tailors' Linen Threads

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FOR —

.. Evenness and Strength ..

IN USE FOR THE PAST 100 YEARS BY THE

Best Tailors
Throughout the World

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AND TAKE
NO OTHER

WHALEBONE

Your Notion Department will
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(Rosenwald's Patent)

"Antarctic"

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Made of French Horn. The best
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Both these articles are made in continuous coils of 12 yards.
NO WASTE. CANNOT SPLIT. Very easy to sew
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And of other leading Wholesale Houses.

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TORONTO

HOLIDAY GOODS

We are offering a number of Specialties

1st. Japanese Silk Hdkfs

Every quality and many styles.

2nd. Japanese Silks

Evening shades.

3rd. Swiss Embroidered Hdkfs

Beautifully embroidered—full range of prices.

4th. Dress and Trimming Silks

In all evening shades.

5th.

Ladies', Children's, Men's Silk, Fabric and Kid Gloves

In all the evening shades and in every size. And also

Lister's Famous Silk Waterproof Seals

In different prices. The richest mantling out.

Orders carefully executed.



Xmas

AND

Holiday Goods

W. R. Brock & Co.

We are receiving daily shipments of goods which we can recommend as
Safe and Saleable for the Holiday and Xmas Trade :

Latest novelties in Men's Neckwear.

Latest novelties in Men's Mufflers.

Latest novelties in Men's Umbrellas.

Latest novelties in Ladies' Umbrellas.

Latest novelties in Embroidered and Initial Japanese Silk Handkerchiefs.

Latest novelties in Swiss Embroidered Muslin Handkerchiefs.

Latest novelties in Fancy Linens, 5 o'clock Tea Cloths, Doyleys, Sideboard Covers, etc.

Latest novelties in Frillings, Ribbons and Knitted Woolen Goods.

There is no risk in handling any of the above lines, and they make serviceable and welcome

XMAS GIFTS

We have also some of the following figures in stock which were so popular last season and are still much in demand :

Pickaninny
Bow-Wow
Pug-Puppies

Jocko
Tatters

Much reduced in price to clear them out.



*The Standard and only Paper that Reaches your
Possible Buyer Direct.*

CANADIAN DRY GOODS REVIEW

Circulating throughout every Province of the Dominion.

VOL. IV.

TORONTO AND MONTREAL, DECEMBER, 1894.

NO. 12.

**THE J. B. McLEAN PUBLISHING CO.
LIMITED.**

**Trade Journal Publishers,
AND**

Fine Magazine Printers,

10 FRONT ST. EAST, - - - TORONTO.

**J. B. McLEAN,
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PROSPECTS FOR SPRING.

WHILE neither retailers nor jobbers show any evidence of an overweening confidence in the possibilities of the spring trade, it may safely be stated that it is anticipated to be better, correspondingly, than this fall's trade.

Just why this should be is not so clearly apparent, unless it is that the "great wave of economy which has swept over the country," to use the words of a leading wholesaler, has about spent its force. People have been very saving this fall and money has changed hands very slowly. In fact, currency has not, by any means, maintained its usual activity. After people have been saving for a certain time, they grow tired of it and feel more anxious to place their savings in circulation.

Jobbers are expecting an increased trade for two other reasons. First, because the stocks held by retailers who buy only from jobbers are very light and the slightest increase in trade will make them feel in the mood for heavier buying. Secondly, because some importing retailers have not sold their spring and fall importations to as good advantage as usual and their import orders now being placed are not so large as formerly. Hence, with a brisker season, an increased trade will be experienced from this source by jobbers who have sorting stocks.

Thus, on the part of wholesalers there is a fairly cheerful feeling, and orders already secured are of sufficient size to show

that the worst of the depression is past. On the part of retailers there is no very noticeable change in tone, but all are ready to take advantage of a freer feeling among the consuming public, should such a feeling manifest itself.

DETERMINATION OF PRICES OF COTTONS.

PRICES of manufactured goods are, theoretically, determined by the "cost of production"—a phrase which, though used by economical writers, is, nevertheless, quite interpretable by the bulk of more ordinary people. But while this is theoretically true, it does not seem to be practically correct in the case of Canadian cottons.

Twice during the past few weeks have certain lines of white cottons, made either by the Dominion Cotton Mills Co. or the Merchants' Manufacturing Co., been changed, and in each case the change is towards a lower price. The changes in the price of these and other goods manufactured by the Cotton Syndicate or its branches have been very numerous and fitful during the past ten months, and the "cost of production" could not change so suddenly nor so extensively in such brief periods.

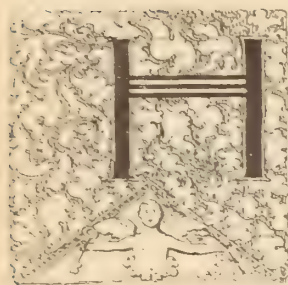
The explanation of these changes is that the Syndicate people only lower prices when such a process is necessary to meet the competition of some foreign-made line. For example, the prices of two isolated numbers of white cottons were dropped a few days ago, and the only possible explanation is that some wholesale houses were importing lines which competed with and displaced these two numbers. Hence, by shaving the price so that it was just below the cost of the imported goods, they hoped to retain the trade.

So long as this set of circumstances obtains, the following of the raw cotton market, in the hope of obtaining an inkling as to how the price of manufactured goods will go, is lost time. The prices of Canadian Syndicate's cottons depend on the competition of foreigners and on the tariff, and will always be kept at the highest point consistent with these good influences.

94-95.

This is the last issue of 1894, and with the opening of the new year THE DRY GOODS REVIEW hopes to be found as worthy of the confidence of the trade as in the past. This year has been a successful one in every way, and next year's progress should be as great or greater. "Ring out the old; ring in the new."

THAT ARTICLE ON JOBBERS.



HOWEVER plainly some thoughts may be expressed, they are liable to be misinterpreted. This is the weakness of written thought as compared with spoken thought, the latter being accompanied by certain tones of the voice, gesticulations and explanations which aid in making clear the meaning of the words spoken. Newspaper rivalry often leads writers to put

wrong constructions on other writers' words, so as to score a point of greater or less magnitude.

Last month in an article on "The Signs of the Times," we pointed out that jobbing might be less important in Canada in the future than it had been in the past, owing to the fact that an increasing number of manufacturers, domestic and foreign, were selling direct to the retail trade, and an increasing number of retailers were importing and were buying domestic staples direct. The Monetary Times, a financial journal which sometimes discusses trade questions, interpreted this to mean that in our opinion jobbing was a thing of the past. It says:

"It might never have occurred to us that Canada was destined to revolutionize dry goods trade methods as practised the world over, had not a contemporary raised the question: 'Is wholesaling a necessity or even a possibility of the future?' The dismal picture which the writer of the article in question drew of the wholesale merchant's future lot plainly indicated that, in his opinion, at least, wholesale jobbing must inevitably give way to a new order of things. But the wholesale dry goods merchant is not to be so easily dethroned from the prominent position he has so long maintained."

We deny that we averred that jobbing must give way to a new order of things, but we did give a wholesaler's opinion to that effect. Such a ludicrous blunder is unworthy of the journal referred to.

No one in the trade will deny that more retailers are importing now than ten years before, and it would be safe to say that the volume of goods now imported by retailers is ten times what it was twenty years ago. The figures of the Customs ports show this.

Again, no one will deny that more domestic manufacturers are selling direct to the retail trade than formerly. This is due, in a measure, to excess of production over consumption, and hence a dissatisfaction on the part of some manufacturers, who find that their goods are moving more slowly than they wish.

This means, if it means anything, that the jobber has increased competition, and, as was remarked in last issue, whether this will cause any marked change in the importance of the jobbing trade, "the future will disclose."

The Monetary Times argues that because jobbing as a profession has been in existence for a number of centuries, it will always be in existence. This is poor reasoning, even if the conclusion arrived at is true. The Feudal System was once a predominant feature of Europe's social structure, but it has passed away and hardly a vestige of it remains. The Craft and Merchant Guilds of the middle ages once predominated all trade, but these too have passed away. Other characteristic features of past social systems have disappeared, displaced by new methods and new systems. What has been, may not always be. Evolution in these matters but shows the progress of civilization and of the human intellect.

Our object in pointing out the possibility of a gradual change was simply to make men watchful. The wise captain in a time of calm always prepares for a storm. The wisest business man is he who can look farthest ahead and anticipate possible contingencies. Because changes are very gradual and their ultimate consummation remote is no reason why they should not be studied and prepared for in advance.

Many United States and British jobbing houses have a retail store in connection. This is a feature which is now being introduced into Canada. Take Toronto for example. The jobber now sells only \$1,000 worth of goods to the city retailers where he formerly sold \$10,000. These city retailers have grown fewer in number but larger in size, and can afford to import direct. The Toronto jobber can only regain this trade by opening a retail store and waging a competition with these large city retailers by selling direct to the city consumer. Already this thing is contemplated and its adoption is only a matter of time.

But should such a plan be adopted by the jobbers, they may still retain their original occupation of wholesaling, because there will always be many stores which do not require goods in sufficient quantity to enable them to import with profit. The wants of these numerous small stores will always necessitate a certain number of jobbing houses to remain in existence. The number and importance of these jobbing houses will depend on the greater or less progress of the centralization which is so prominent a feature of the retailing of the present day.

Nevertheless, we see no reason to recede from our former position, that the retailers who are buying direct from the manufacturers, both domestic and foreign, have materially multiplied during the past few years and promise to still further increase in numbers in the future.

A DISCUSSION ON TAXATION.

W. W. TURNBULL, the head of one of St. John's largest grocery firms, has come before the citizens with a scheme by which he proposes to revolutionize taxation. He read a paper outlining his scheme before nearly all the prominent merchants of the city in the Board of Trade rooms.

Mr. Turnbull's idea is to impose all taxation upon net income, whether from real estate, from the labor of a man, or from any other source, and to relieve from taxation all real estate not earning any income. Jas. F. Robertson, of Manchester, Robertson & Gibson, dry goods, could not see that the scheme was feasible, and could not agree with Mr. Turnbull that a business house which had made no profit in a year should be relieved. He could not see why they should go before the mayor and council and say, "We have done no business this year, don't charge us any taxes." The idea, Mr. Robertson thought, was preposterous, when it had to be considered that every one would learn that the firm was financially cramped and would be wary of them while they were trying to keep a stiff upper lip in a time of depression. Mayor Robertson, who is also a grocer, Mr. S. Schofield, agent of the Turners' line of steamers, Mr. T. S. Simms, brush manufacturer, and others opposed the idea as set forth by Mr. Turnbull, and which Geo. C. Schofield, manager of the Bank of New Brunswick, favored. A vote of thanks was tendered Mr. Turnbull for his paper, but the meeting took no action on it. The scheme is not one that commends itself generally to St. John citizens.

ABOUT BUYING.

THE question of purchasing too early was the theme of an interesting conversation recently between a lately-returned Montreal buyer and THE REVIEW. In his opinion the agents of European houses in Canada were greatly to blame for this bad habit, and he proceeded to cite numerous examples in support of his contention. For instance, in mantles, than which there was no line more subject to sudden reversals when particular shapes or shades struck the public fancy all of an instant, many houses loaded up early with styles that laid on their shelves for years. The result of it all was that the firms who took care to keep the best assorted stock got the trade, and the others were left lamenting. It was the same frequently in the case of ordering laces, in which popularity of style was everything. Yet he knew where orders for laces for next spring had been placed as far back as last July. The disadvantages of this in the case of competition with houses who kept a better assorted stock were obvious at a glance, and was it a wonder if there were complaints about dead stocks of laces? Dating ahead was one of the baits frequently used to catch these premature orders, goods delivered in December and January not having to be paid for until the following April or May, or practically twelve months after the goods had been first purchased. This tempted the weak merchant financially, but the ultimate result was the same. He had dead stock that he could not sell, and when the time came to pay for it he was unable to do so. Another source of trouble was the practice English agents had of selling direct to retailers. Of course there were some of the large retail emporiums that were quite able to import direct, but the trouble was, once the exception was made, where to draw the line. It was satisfactory to know, however, that as a rule the Canadian importer was cool and level-headed, and if the others could only be induced to follow a good example, a fruitful source of trouble would be removed.

THE CURRENCY QUESTION.

The people of the United States have had two great questions to discuss the past two years. The repeal of the Sherman Silver Purchase Law settled one, and the Wilson Bill settled the other. The next session of Congress is to be devoted to a reorganization of the banking and currency laws. The existing National banking system is to be fused with a new system of currency, based upon general assets and redeemable in coin on demand. The currency will be a banking currency similar to the Bank of England notes, or to the Canadian bank bills. It will undoubtedly be opposed by those who are very anxious to have a silver standard adopted. But, as usual, the common sense

of Congress may be expected to evolve something which will suit the occasion and the circumstance, though undoubtedly it will be in the nature of a compromise.

A CUT IN SALARIES.

A CERTAIN Toronto wholesale house a few days ago sent a notice to its employes that all salaries would be reduced 25 per cent. on December 1st, and attributed the necessity of this to the prevailing depression in trade. Besides this, it is said that the staff was reduced by asking for the resignation of several of them.

On the face of it this looks serious, and would seem to prove that trade is in a bad state. But at the same time it might be mentioned that another Toronto wholesale house has actually increased its staff by about the same number, and reports an increased trade of many thousands of dollars in October and November.

The question of cutting salaries in dull times is a serious one. Take the case of a traveler earning \$1,500 a year in good times. His house have a prosperous year's business, and clear \$25,000, perhaps \$50,000, perhaps \$75,000. Not one cent of this goes to him. His employers get it all. Then the dull season comes, as it has a habit of doing, and the employers' profits are nil. For this reason the traveler is asked to accept \$1,150 or get a new place. New situations are not easy to get, then, and he accepts, with a sore spot in his heart and his confidence in his employer endangered. The busy season comes around again and travelers are in good demand. He comes to his employer and demands \$1,800, or he will leave. The employer knows that he cannot fill his place and he is forced to grant the request.

The cutting of salaries is thus seen to be a dangerous experiment. But this will not prevent it being done, so long as men have an idea that they are going to run their business to suit themselves—and that will not be until state socialism or doomsday come, and one is about as remote as the other.

CHEAPER MONEY.

First-class investments for money are hard to get these days in the cities, and to get them those who have money to lend are accepting less interest. Good real estate loans are being made at 5 per cent., and loans on business paper at 5 to 6 per cent. are quite frequent. Many loan companies and banks which have been paying 4 per cent. on deposits have given notice that after January 1, 1895, they will pay only 3½ to 4 per cent. Bank managers have been endeavoring to come to an agreement to reduce the interest on deposits to 3 per cent.

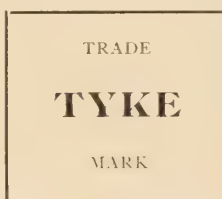


Wishing You the Season's Compliments.

TWO BRANDS THAT PAY.

THE Oxford Manufacturing Co., Oxford, N.S., who have been making homespuns for 27 years, would not think of doing business without a trade-mark. They weave a white tape in the ends of every web, and have talked this up for some years. The result is that buyers now look for the tape, which is a guarantee that the goods are serviceable; that they are all pure wool and no shoddy. Time and again unscrupulous dealers have sold goods, saying they were made by the Oxford Co., but now buyers generally look for the tape. The president of the company informed THE REVIEW that this mark was now one of their most valuable assets. They are now extending their business west. Improved machinery has enabled them to increase their capacity, and they hope soon to have their goods on the shelves of the best business men in Western Canada. Through their exertions the breed of sheep in that part of Nova Scotia has been materially improved. The salt sea air seems to have a beneficial effect on the wool, for it makes soft, good wearing tweeds.

MacDougall, Barrett & Co., wholesale woollens, Montreal, have taken up the trade mark question since THE REVIEW drew the attention of business men to it. They resolved to try the experiment. They took a fine serge and stamped it thus:



every two and a half yards on the back of the web. They advertised the brand and the results exceeded their expectations. Before the goods were in stock they had constant inquiries for them, and they are now to be seen in nearly every town in Canada.

The moral to be derived from these for manufacturers and dealers who have a good thing is to give it a distinguishing name; advertise that name, pointing out the good qualities of the article, first to the trade, then, as the demand grows, advertise to consumers. Never on any account let the quality depreciate, but rather improve the value. Many a good business has been ruined by not keeping up the quality. Once confidence is lost it is hard to regain it.

PLATED NOVELTIES AS A SIDE LINE.

Wood Bros & Co., dry goods, Halifax, have made plated silverware novelties a feature of their Christmas trade during the last few years, and they tell THE REVIEW that it has been an attractive and profitable side line. Their stock for this year was opened Nov. 1, and in a few days they made numerous sales. Being luxuries, they get good profits on them, and being novelties, there is less chance for competitors to cut prices. They have a special show case placed just at the entrance to the store, where the contents cannot fail to draw customers to look at them, if not to buy. There are no staples shown, such as spoons, tea sets, cruets. These goods belong to the regular jewellery or hardware trades. Nothing but novelties are handled. These include pin trays and boxes of various designs, pin cushions, perfume bottles, glove boxes, rose glasses, etc., all of which ladies dearly love to have on their toilet tables. There

are also a few gentlemen's articles, including smokers' and shaving sets.

Wood Bros. & Co. bought their stock in New York, but at the suggestion of THE REVIEW, The Toronto Silver Plate Co., Toronto, who are in this business extensively, have prepared a special assortment of novelties, which include those mentioned above and a number of others. They run in price from \$1 upwards each article, chiefly \$1.50 to \$3. They can be retailed at 30 to 75 per cent. profit. Care should be taken in selecting articles suitable for the locality, and not to buy too largely until the demands are better known, though these articles will sell at any time.

A REGISTERED BRAND.

Registered and unregistered brands are increasing in number. On March 2nd, 1893, the "Elysian Nursing Vest" was registered by S. Lennard & Sons, Dundas, Ont.

Already these goods have become well-known to the trade, and jobbers are finding them a paying line. Retailers will in time find an increasing demand for them.

The point in handling a garment which has a distinctive name is that if it gives satisfaction the lady using it will ask for another and will recommend it to her friends and neighbors. This could not occur unless the particular article had a name which distinguished it from all other articles of a similar make or for the same purpose.

A brand that is advertised will not always pay, but it will pay highly if it is on an article that the public want and in which they may place confidence.

EXPECTS A TITLE.

It is expected that Hon. Senator Sanford, Hamilton, will shortly receive a title. He is head of an extensive ready-made clothing manufacturing house and proprietor of a number of the retail clothing stores known as "Oak Hall." As these titles go now-a-days no one better deserves it. He has spent time and money freely for his party. He has entertained the political leaders handsomely at his fine residence, "Wesanford," in the "Ambitious City," and at his delightful summer home in Muskoka, of which we read so much in The Empire last summer. The dry goods trade, when the time comes, will no doubt feel complimented that one of their number has been further honored. Mr. Sanford is now in England with Sir John Thompson, but it is not likely that any announcement will be made just yet.

A LADIES' TAILORING DEPARTMENT.

McPherson & Freeman, Halifax, established a ladies' tailoring department last spring. They secured the services of a high-class cutter, Madame Macdougall, who is considered one of the best in Canada. They made up their minds to cater to the best trade only. The results so far have been most satisfactory. They have worked up a good connection, and it is steadily increasing. They have the profits on the material used, and on the dressmaking as well, and these profits are better than they could make if they sold the material alone. Many of the customers go to Madame Macdougall first to get her to help them select the goods, and do not question the prices. Madame Macdougall works on the Kellogg system.

MONTREAL'S RETAIL TRADE.

THE dry goods trade of Montreal have had some peculiar experiences this fall in more ways than one. For instance, THE REVIEW, after a careful canvass of the big general houses in that city, learned that the payments to date had been met far better than for the corresponding period last year. This would lead to the inference that the trade have had a satisfactory season, but, though they all agree in regard to the above particular, they still protest strongly that their fall experiences have been very unsatisfactory. This does not mean that the volume of fall trade has not been equal to that of last year, for it is generally admitted that it has; but that the heavy losses that Montreal houses have had to put up with in connection with their trade in Montreal city proper have wiped out completely a big portion of what should have stood on the profit side of the ledger. All through the summer and fall the backwardness of these city collections has been a notorious fact with the trade, and had it not been for the much better returns from the country, the statement at the opening of this article could not have been made. In fact, as THE REVIEW pointed out some time ago, the wholesale trade in Montreal can never remember a year when their city trade was as bad as it is at present. To make matters worse, the end of August and the month of September saw a regular rain of failures in the city retail dry goods trade, the effects of which will be felt for some time. Firm after firm kept throwing up the sponge, until one cannot count them on the fingers of both hands, or on five hands, for that matter. This, as everyone knows, meant not only the loss that the wholesale men had to put up with, but that these goods, after being bought in, were sold at such greatly reduced rates that other firms could not stand the pressure, and had to ask for composition also. A case in point that came under notice recently will illustrate this plainly. A retail merchant, who not over a month ago showed a surplus of over \$8,000, approached his principal creditor, a well-known St. Paul street firm, and stated that he could not stand the pace any longer. Three of his competitors, not half a mile from him on the same street, had got a composition, and now they were selling at such low figures that his store was empty all the time. This is only one case of several, which shows plainly that the bulk of the Montreal retailers are not in a healthy position. The secret of the whole trouble is that the retail dry goods trade is altogether too much cut up. There are too many stores, for the reason that many wholesalers,

not only in Montreal but in Toronto, seem willing to carry almost any one along now-a-days, and retail traders who are doing business on a more conscientious basis have the handicap of this competition. When the pinch comes, as it did this summer, the results are, as they have been, disastrous. It is just possible, in this connection, that the pinch this was accentuated in the city by the many men out of work.

THE SMALL CITY RETAILER.

It will be apropos of the present discussion of retailing in its new phases to mention one class of city retailer who is unaffected by the growth of the departmental store. This is the class of retailer who lives in the suburbs of such cities as Toronto, in a house with a small store in front, and who is assisted in his business by his family. This man carries, generally, a stock of about \$3,000 worth of goods, which are usually paid for. He buys in small quantities from hand to mouth, and at regular wholesale prices. He takes advantage of cash discounts, the same as the largest retailer. After buying right he sells at a good advance. His rent is merely nominal, being not much more than for an ordinary dwelling. His cost of management and his bill for wages are exceedingly small. In fact, his percentage of selling cost is no larger than that of the largest store.

This kind of dealer continues to flourish, and does not show the slightest signs of losing his hold on the trade. His store being situated a mile and a half or two miles from the centre of the city where the large stores congregate, he does not feel the opposition of the latter.

GIVING UP JOBBING.

The Worsted Weaving Co., of Bradford, England, have a Canadian warehouse at 54 Bay street. At first only samples were carried, but about a year ago a stock was brought out and supplies made from Toronto instead of from Bradford.

This feature, as will be seen by their advertisement on page 32, is to be abandoned, and the agency in Toronto will simply be for taking orders for import. Their goods are undoubtedly worthy of attention, but it seems that those who can handle large quantities of these lines prefer to buy early and have goods shipped direct, as in ordinary importing.



COTTON AND COTTONS.

SEVERAL lines of white cottons have declined this month. This decline in price has not been general, but in only a few odd lines. The extent varies from 5 to 7½ per cent. No extra demand has been noticeable on account of the reduction. The lines cut were manufactured by the Dominion Cotton Mills Co. and the Merchants' Manufacturing Co.

2¾ CENT COTTON.

A grey cotton at 2¾c a yard, five yards to the pound, is probably the cheapest that has ever been offered on the Canadian market. To meet competition, William Parks & Son, St. John, N.B., who are not in the combination, have put a line at this price on the market. The sample shown THE DRY GOODS REVIEW by a dealer is the best sample we have ever seen. Parks & Son are inundated with orders and requests for samples, but it is said they will only supply a limited quantity.

In consequence of this reduction it is rumored that D. Morrice, Sons & Co. talk of reducing their 3c. grade to 2¼c., and their 3½c. to 3¼c., but no announcement has yet been made.

The consumption of grey cottons has been much less this year. China, which took about 6,000 bales from Canada last season, has not taken one this year. It is said the Brantford factory will be closed for lack of work.

The trade in fancy colored goods, such as zephyrs, etc., has been satisfactory, and the Canadian Cotton Co. deserve credit for the improvement it is said it contemplates making in these goods, both in quality and style. There was much need for it. It is not improbable that the St. Croix mills, at St. Stephen, will run entirely on these lines as soon as they can put in some new machinery.

DECLINE IN STOCKS.

The cotton stocks listed on the Montreal Board of Exchange show the following interesting variations this month :

NOVEMBER 1st.

	Ask.	Bid.
Colored Cotton Co.....	70	60
Dom. Cotton Co.....	114	108
Montreal Cotton Co.....	130	126

NOVEMBER 6th.

Colored Cotton Co.....	65	60
Dom. Cotton Co.....	109½	108
Montreal Cotton Co.....	129	127

NOVEMBER 7th.

Colored Cotton Co.....	65	60
Dom. Cotton Co.....	105	95
Montreal Cotton Co.....	129	127

NOVEMBER 13th.

Colored Cotton Co.....	61	55
Dom. Cotton Co.....	102½	95
Montreal Cotton Co.....	126	118

NOVEMBER 14th.

Colored Cotton Co.....	50	55
Dom. Cotton Co.....	102½	95
Montreal Cotton Co.....	127½	118

NOVEMBER 24th.

Colored Cotton Co.....	60	55
Dom. Cotton Co.....	96	93½
Montreal Cotton Co.....	127½	120

They are now remaining steady at about these figures. The drop in the Dominion Cotton Co.'s shares from 114 on November 1st to 96 on November 24th was due to a notice that the

quarterly dividend would be 1½ per cent. instead of the usual 2 per cent. Three years ago the annual dividend was 10 per cent., but now it is only six.

Prices of cottons have been declining all year, owing to increased foreign competition and to the reduction in Customs duties last March. The consumption has fallen off very seriously in all lines. Some of the mills had to be closed down, and in all a reduction of 10 per cent. had to be made in wages. The net earnings of the company are less, despite this attempt to economize.

The Colored Cotton Co.'s stocks have dropped some five points in sympathy, as the management is virtually the same.

The Montreal Cotton Co., an independent concern, has not suffered much in the general decline.

It is lamentable that the uncertainty of the tariff policy makes Canadian industrial stocks rickety investments to a certain extent. Still this country has not suffered in the same measure as some others have.

RAW COTTON.

On June 15, 1894, The Commercial Bulletin summarized the New York market as follows :

Middling, Upland.....	7 5-16c.
Middling, Gulf.....	7 9-16c.

The sales for future delivery and the closing prices of the day are as follows :

Sales, bales.	Closing June 15.
June.....	500 7.13 to 7.14
July.....	4,000 7.15 to 7.16
August.....	20,200 7.18 to 7.19
September.....	1,900 7.20 to 7.21
October.....	6,100 7.27 to 7.28
November.....	4,600 7.32 to 7.33
December.....	5,500 7.38 to 7.39
January.....	200 7.44 to 7.46
February.....	7.50 to 7.52
March.....	2,200 7.57 to 7.58

Total.....	45,200
Market.....	Dull.
Transferable orders at.....	7.15

On November 26 the prices were as follows :—

CURRENT PRICES.

Middling, Uplands.....	6c.
Middling, Gulf.....	6¼c.

The sales for future delivery, and the closing prices of the day are as follows :—

Sales, bales.	Closing Nov. 26.
November.....	100 5.75 to 5.77
December.....	12,700 5.78 to 5.79
January.....	46,400 5.86 to 5.87
February.....	11,660 5.91 to 5.92
March.....	98,800 5.97 to 5.98
April.....	6,500 6.03 to ..
May.....	65,200 6.08 to 6.09
June.....	19,200 6.14 to 6.15
July.....	3,200 6.19 to 6.20
August.....	500 6.24 to 6.25
September.....	200 .. to ..

Total.....	268,900
Market.....	Firm.
Transferable orders at.....	5.80

It will thus be seen that raw cotton has declined one and 5-16 cents per lb., or 18 per cent. The effect of this on manufactured goods must be considerable.

MONTREAL'S OPINION OF THE SLUMP.

Our Montreal correspondent writes: "The radical decline of 10 to 20 per cent. in the price both of white and grey cottons came like a thunderclap on the trade a week ago in Montreal. There is no reason, however, why they should have been surprised," said a well-known Montreal dry goods man, "had they stopped to consider the situation. You will remember that in October last I called THE REVIEW'S attention to some reasons why cottons should be easy, and the decline that the trade are now discussing is due to these reasons. The cause, as I said before and repeat now, is the low range of value on the raw material, and I still believe, as I did a month ago, that when the demand for cottons really sets in we will have offers from American manufacturers as freely as we did last spring. It is to meet this prospective competition owing to the low values on raw cottons that our Canadian manufacturers have lowered prices. Whether they have lowered them enough remains to be seen, but it is a matter on which I will express no opinion. I will say, however, that the decline has come at a rather inopportune time, for the reason that buyers just about now are commencing to consider the question of spring supplies of cotton, and with this slump in mind, may be inclined to hold back their orders. I expect therefore that it may have some tendency to delay business, and for this reason consider that the mills, as they must have known the drop was coming, might have given earlier notice of it."

THEY DO NOT CARRY OVER STOCK.

McPherson & Freeman, of "The People's Store," Halifax, have bought a lot just across from their present store, and next

spring will erect a large modern brick building. The plans have not yet been prepared, but Mr. Freeman, who crosses the Atlantic every six months, has been carefully examining the large retail stores in Europe and in the States. They are aiming at making it one of the most complete retail dry goods establishments in Canada. It will be double the size of the present building, having a frontage of 60 feet. Their general idea of the interior is to have the offices in such a place that they can see all the shop at a glance. Mr. McPherson's plan is to keep no goods on the shelves. Clerks are often not active enough, and will allow a customer to go out sometimes rather than pull a web down. They keep as many goods on the counters as possible, so that people see them and examine them. They come in perhaps for some other article, but a piece of goods at their side attracts their attention. They handle and finally buy it. There are more opportunities for theft in this way, but he thinks it pays better to take chances on that. They never allow goods to hang. If anything is going slowly they put it on the counter. If it fails to sell then, and the season is passing, the price is cut, for the goods must be sold. It is better to take a small first loss than a large one in the end. Goods depreciate so quickly that even snaps are out of date in six months.

H. H. Smith, merchant tailor, of Rat Portage, formerly of Winnipeg, contemplates reopening business in Winnipeg in a few weeks.

The creditors of the Canada Shipping Co., commonly known as the Beaver Line, met recently in Montreal and appointed liquidators and an Advisory Committee to wind up the affairs of the company.

KNOX, MORGAN & CO.

Wholesale
Dry Goods . . .

 HAMILTON, ONT.

SPECIAL OFFER IN . . .

**Top
Shirts**

A big clearing lot bought at a sacrifice. You can secure a portion of these at mill prices if you order at once. Order by letter or through traveler.

**Xmas
Novelties**

Some very special things in Fancy Muslin Handkerchiefs, Silk Handkerchiefs, Silk Collarettes, Ties, Braces, Purses, Knitted Shawls, Chenille Table Covers, etc., etc.

Ladies' Underwear

We have decided to keep our stock complete up to end of January. Send us your repeats.

CANADA AND BI-METALLISM.

VERY few of Canada's business men have the broad grasp of the leading questions of the day, combined with the power to express these opinions clearly, that P. H. Burton, of Caldecott, Burton & Spence, possesses. He has recently returned from Europe, and gave some of his impressions to THE REVIEW.

Mr. Burton said that Canada never stood higher in the mercantile and money market than she did to-day. He felt a glow of pride at the way that the recent loan was taken up in London, and was convinced that a much higher price could have been secured if asked for. If Canada's debt were in shape for funding now, a great saving in interest could be effected.

This success was all the more striking, as it occurred just after the vile attack on Canada by The Investors' Review. A leading banker in London described Mr. Wilson as a man "born with a bad liver and had never got over it." His vapors were allowed to pass unnoticed by the ablest of London's financiers.

Mr. Burton then went on to point out that the continued flow of gold from New York to London during the past two years showed that Great Britain has lost its faith in United States investments. As a consequence money was very easy in the London market, and this easiness was further intensified since the Baring estate had been lifted off the market and the Bank of England relieved from all liability in the matter.

Turning to the question of prices, Mr. Burton thought much of the present trouble was due to an abandonment of bi-metallism. Since 1873 it has been out of the laws of most of the leading modern countries. Nevertheless, silver is the coinage of about 900 millions of people in China, Japan, India, Mexico and the South American Republics.

Since 1873 prices in general in all gold countries have dropped very considerably, while prices in the silver countries have remained stationary. For this reason the cost of labor and fixed charges have materially lessened in silver countries, as compared with the cost of labor and fixed charges in gold countries.

For instance, Argentine wheat is being sold at a very low price on the British market. Why? Because Argentine wheat is produced by laborers who receive their wages in silver, and is sold in a market where the price is in gold. Canadian wheat, on the other hand, is produced in a gold country and sold in a gold country. That is, the rate of exchange is in favor of Argentina as compared with Canada.

"Take another example," said Mr. Burton. "Great Britain and India both produce cotton, and the latter is gaining on the former in the matter of selling goods in China and Japan. British wages have increased from two causes; first, the influence of the trades unions, and, second, the appreciation in value of the metal in which they are paid, viz., gold. Indian wages have lowered, if anything. Trades unions have no influence there, and the value of silver (in gold) is less than it was some time ago, and it is in silver the wages are paid. For these reasons Lancashire cannot produce as cheaply as India.

"The British manufacturer recognizes this, and the British farmer recognizes the competition of the wheat-growers in silver countries, and both favor bi-metallism where the matter has been discussed.

"But London stands in the way. The leaders in finance there are the creditors of the world, and all peoples pay them

interest, and pay it in gold, not actually, of course, but in gold values. If they adopted bi-metallism they would find their fixed incomes to be of less value than at the present time, and hence they are loath to change.

"But London must yield. As her investments come due she finds them unreplaceable at old rates, and a plethora of capital will force her into action."

DOES CREDIT PAY?

AT the age of nineteen J. G. Harival began business in Trenton, N. S., with \$25 capital. He had about five years' experience and knew how to buy and sell goods, but was no financier—he gave too much credit. The first year he cleared \$500. Next year he did fairly well, but did not find it such smooth sailing. He had been giving credit freely and his customers would not pay up. He sold the business early this year, retaining the book debts, which in three years amounted to over \$1,200, all of which were supposed to be good. He has been devoting his entire time to collecting since, and has only obtained a little over \$300. He wanted this money to put himself through college, but not being able to get it he has abandoned the idea. If he had insisted on cash he would now have had his \$1,200, and in three years a diploma permitting him to preach. It is doubtful if he will realize more than 50 per cent. of this amount. He intends to begin business again, and (as he said to THE DRY GOODS REVIEW) his first principle will be "no credit." Experience should teach, but there are many who do not seem to realize that proverb. They still sail along smoothly, giving credit freely, worrying how they can pay their own bills, instead of devoting their energies to the development of their business.

There is a feature in this particular case which many overlook. Mr. Harival's customers were all employes in steel, glass and other works. They received regular fortnightly wages. They had no other revenue and no hope of any, yet he did not hesitate to give them \$25 to \$100 credit above their regular requirements. There are hundreds of other merchants, thoughtlessly doing the same thing. There is some excuse for giving credit to farmers whose revenues are irregular, but none in the case of those who have regular wages. The merchant should figure how much credit they are entitled to, never allow them to get beyond it, and insist on fortnightly settlements.

SPRING PRINTS.

In spring prints John Macdonald & Co. show their usual complete range, selected from those shown by all the leading European manufacturers.

The colorings are hard to describe this year, as the samples are so varied. Red, gray, linen and grenat grounds predominate, while regattas, checks and chambray effects are finding great favor.

Duck suitings are going to be a feature of the spring trade. All the grounds are white, but plain and fancy, printed and woven fabrics are shown.

Drills in plain and printed patterns are in prominence, and the orders already placed are considerable.

Fancy linen drills, brown or natural grounds, with fancy stripes, are in much demand for ladies' suitings.

The "Distingue"

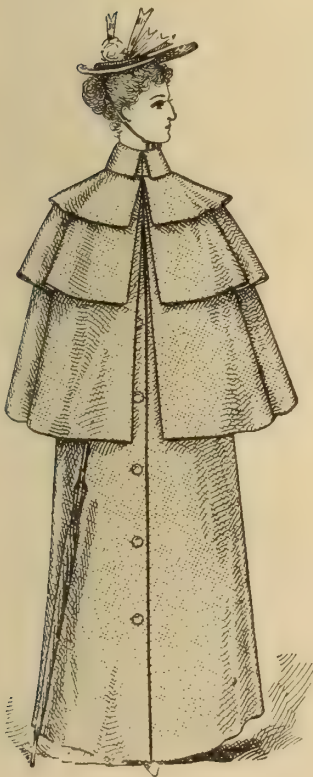
WATERPROOF

Is admittedly the
Best Selling . . .

in the market, as proved by the
experience of years. : : : :

"The Distingue" has received the most flattering
encomiums of the trading world!

The following are examples of opinions of "The Distingue," voluntarily expressed
in writing by Houses on this side:



VICTORIA.

The Distingue Waterproof.

S. GREENSHIELDS, SON & CO., Montreal,

say: "We have been selling 'The Distingue' Waterproof very largely for the last four years, and it has given the greatest satisfaction to our customers. It is free from the disagreeable odor of the ordinary Macintosh, perfect in fit and finish, and made in the choicest designs. *We find it to be the best selling Waterproof in Canada, and in our opinion it is unsurpassed for all round excellence.*"

McMASTER & CO., Toronto,

say: "'The Distingue' Waterproof is unrivalled as a perfect-fitting perfect garment, and is unapproachable by any other."

GAULT BROS. & CO., Montreal,

say: "We recommend 'The Distingue' Garments, because elegant in style, carefully made, free from disagreeable smell, and **MOST IMPORTANT**, will stand the Canadian climate, both heat and cold. This make always kept in stock."

ROBERT LINTON & CO., Montreal,

say: "'The Distingue' Garments are still to the front, both in quality and style; no trouble selling them, on account of their many advantages over the ordinary Macintosh."

WYLD, GRASETT & DARLING, Toronto,

"We have kept 'The Distingue' Waterproof in stock for several seasons. We find them entirely free from odor, thoroughly waterproof, and have given entire satisfaction."

CAVERHILL & KISSOCK, Montreal,

"After examining waterproof garments from several manufacturers, we cannot but admit that, 'The Distingue' leads them all in style and finish."

LONSDALE REID & CO.

say: "'The Distingue' Waterproofs give perfect satisfaction to all—style cut and finish most desirable."



OXFORD.

The Distingue Waterproof.

Reliable Proofing! Choicest Designs!
Reasonable Prices! Newest Styles!

ASK TO SEE SAMPLES.

Every garment has a silk label or hanger bearing the registered title

"The Distingue."

These goods may be had from any of the leading wholesale houses.

In ordering, please quote the Registered Title, "The Distingue."

SPECIAL MONTREAL NEWS.



ACCORDING to all accounts, the month of November has been a fairly satisfactory one with the wholesale dry goods trade. Travelers are still out sorting on fall goods and placing orders on spring account, but will soon be in off the road for the holidays. A variety of opinions are expressed with regard to the fall trade this year, and while it is generally admitted that the aggregate volume of business is less this year than last, many of the leading firms express the opinion that they have less ground for complaint than they expected. One point is generally admitted this fall, and stock-taking, which has just commenced, is proving it every day, and that is that stocks remaining in wholesale hands are smaller than ever before. This is a good healthy sign, and as the aggregate volume of trade has been reduced the fact is explained by a more cautious policy of buying. In several houses that THE REVIEW visited it was found that they had been completely sold out of staple lines of dress goods, tweeds, hosiery, etc. According to reports, the state of affairs in Toronto is much the same, so that in this respect the position is essentially sound. It is admitted also that dealers throughout the country have been running on smaller supplies, so that all round there is no "heavy jag" of dead stock, as was commonly the case a few years ago, to weigh on the market and dealers' minds like a nightmare.

Remittances during the month have been favorable on the whole, and during the last few weeks have improved, if anything. This, however, has been in connection with country payments, for the city collections are still backward. The cause of this has been referred to before, viz., the large number of failures that have taken place in Montreal this fall. If the fact has caused some pinching it has, like the surgeon who amputates a limb to save a life, done good by weeding out a lot of people who should have never been allowed to run up an account with anybody.

Values, except on cottons, show no radical change. Both white and grey cottons, however, were reduced 10 to 20 per cent. during the month.

All the houses have now commenced stock-taking, and already find that the residue of fall goods is smaller than it has been before for a number of years at this season on all kinds of goods.

Travellers have met with some degree of encouragement during the past week in placing goods for spring account. They have experienced a good sorting trade also for heavy woollens, cloakings, flannels and woolen hosiery. This is taken to mean that stocks this fall have been broken into.

S. Greenshields, Son & Co. report that their spring orders for dress goods during the past fortnight have been away ahead of the corresponding period last fall. For instance, their orders for Priestley's goods on this account have been more than doubled.

The S.S. Labrador brought in something new in English flannelettes for babies and children, Brophy, Cains & Co. receiving a few cases in patterns that can be had nowhere else.

Mr. George B. Fraser, one of the partners of the firm of S. Greenshields, Son & Co., is expected back from Europe via New

York on Monday, 3rd December. Mr. Fraser has been away for nearly two months buying spring goods for the big house on Victoria square.

Brophy, Cains & Co. have just opened a special lot of ladies' white handkerchiefs, embroidered in white and colors, put up five dozen in a box, assorted, for the retailer to sell at 60 cents per dozen. These, they hold, are good holiday goods.

Mr. Wm. Agnew, of Wm. Agnew & Co., who has just returned from a trip throughout Ontario, from the Ottawa River to Lake Huron, considers the position encouraging. He found that stocks generally were light, and looks for a good demand on spring account.

Mr. Thomas Brophy, senior partner of Brophy, Cains & Co., who buys for the firm in Europe, got back on the 29th ult. He did not find that the American tariff affected prices to any great extent, but says that values generally are steady.

The Canadian Hair Cloth Co. has been notifying jobbers in Montreal that they will not book orders any great distance ahead, as they look for a brisk demand for the article. It will be remembered that about a year and a half or two years ago there was a regular rush for this article, which is used for stiffening coats, cloaks, etc.

It is said in the trade here that Messrs. Jno. McGillivray & Co., who handle fine dress goods, contemplate winding up their business. Several of their travelers during the past month or so have found positions with other firms.

For the Christmas trade Brophy, Cains & Co. are showing black silk Vandyke collars, and the same goods in jet; also Vandyke guipure collars in black, cream and butter at popular prices, as well as their usual full line of black dress fabrics "for gentlewomen."

It is understood that the firm of C. A. Dumaresq & Co., St. Catherine street, are in deep water. The firm buy up bankrupt dry goods stocks and job them out to the retail trade, and appear to have been doing a good trade. An endeavor to honestly discharge some of the indebtedness contracted by Mr. E. Dumaresq is said to be the chief cause of the financial stringency with the firm. No formal assignment has yet been made, but the liabilities are placed in the vicinity of \$16,000, and the estate shows a deficiency of about \$4,000. An offer of 25 cents cash and 75 cents in ten monthly payments it is said will be made by the firm if the creditors consent to give them time. This firm has no connection whatever with "The Dumaresq Co.," 368 and 370 St. Paul street.

Matthews, Tower & Co.'s travelers are now out with a full line of spring samples of gentlemen's hosiery and other supplies. The firm consider that their selection this year is the best they have ever shown, notably specialties in ties.

Thouret, Fitzgibbon & Co. have met with great encouragement this fall in their glove trade, the excellent quality of the French kid goods becoming more and more acknowledged by the trade. Their turnover this fall has, as a result, been much larger, and instead of \$10,000 worth of goods being yet in stock, as was the case last fall, there is hardly \$2,000 worth.

Mr. George Lepine, a well-known dry goods merchant at Point St. Charles, whose place of business for a number of years was at 148 Centre street, Montreal, dropped dead one evening recently. He had been unwell for some time of heart disease, and leaves a family of adult children.

LEADING RETAILERS.

MANY differences that crop up between wholesalers and retailers would have had no existence had the parties concerned been acquainted with each other. Realizing this THE REVIEW has grasped every opportunity for urging personal contact between seller and buyer. During the last few years there has been a marked improvement in the desired direction; but there is still room for development.

With a view to bringing about the desideratum THE REVIEW has decided to branch off in another line while still retaining the old. We purpose producing the "shadows" of the leading retailers throughout the Dominion. In a word we intend producing pictures and sketches of them. No attempt will be made to publish them in order of merit, or as the spirit moves us, but just as our staff of writers and artists can prepare their copy and pictures.

But while we hope to furnish a picture gallery of the retail merchants of the country, we have another object in view: We want to furnish the retailers with examples from the experience of their fellows that may help them to make their respective businesses more successful. And it is from this standpoint that the series of sketches will probably prove of most value to the retailers of the country. The subject of our sketch is

J. N. MCKENDRY.

Among the retailers in Toronto who have grasped the spirit of the age and established a large store to meet the varied wants of a most capricious people, Mr. J. N. McKendry stands near the front in point of success. In ten years, he has, by his Irish pluck and nervous energy, contrived to build up a large business out of nothing. He has been met by huge difficulties, such as would have discouraged most men, but he always came up bright and smiling, and his success is now assured.

After learning his trade in Belfast, Ireland, his stout heart led him to seek his fortune in a new land, and, after some six successful years as buyer for what is now the largest store on Yonge street, he struck out for himself in 1884. The new firm was McKendry & Farrar, but the second year, and ever since, it read "McKendry & Co.," with J.N. McKendry as sole proprietor.

In 1891 Mr. McKendry moved down from 278 Yonge street to 202 and 204, and began to work his store on the departmental method. In the spring of this year he bought out D. Grant & Co., who had a general drapery business next door,

and made the two stores one. This large store now covers four lots, Nos. 202, 204, 206 and 208, and a small army of clerks is required to attend to the numerous counters which the building contains.

Each department in the store is presided over by a head, and that person is responsible for the loss or gain shown at the end of the year. In this way all the unprofitable departments are either eliminated or reorganized on a paying basis. Some exceedingly practicable and suggestive hints on the management of each class of goods are always obtainable from this close scrutiny of the course of trade in the various kinds of merchandise when divided among departments.

Personally, Mr. McKendry is well known to the trade, both in Canada, New York and London. At home he is regarded as an upright and honorable

citizen, and were he not so busy he might have been an alderman long ago. He has taken a leading part in several progressive civic movements, and is a leading temperance worker. In fact, he was the organizer of the Canadian Temperance League, and believes that "treating," as it exists among business men is a foolish and pernicious practice.

Mr. McKendry's life is a tangible proof that by sticking closely to a business aim, success may always be attained. There must be no faltering, no relenting on the way, but a steady, persistent, soulful pushing to the front. The aid of all the newest methods must be sought and all possible

plans and procedures pressed into service. The day has gone by when a merchant can ride to business success on a litter of roses. It is a rocky road, that must be traveled on foot, and only the strong-minded and vigorous are able to remain in the centre and make steady progress.

WATCH YOUR WINDOWS.

C. N. Hartling, Halifax, has removed from 93 to 33 Gotten street, where he now has a very compact stock of men's furnishings and hats. Although his windows are only six feet high and four feet wide, he pays special attention to dressing them, and says it is his most profitable investment. It brings a great deal of chance trade. There are some small dealers who say it does not pay to bother with their windows. They are so small that there is no use attempting to imitate the large windows. Mr. Hartling's experience shows they have no excuse.



TRADE CHAT.

THE quarterly meeting of the Dominion Commercial Travelers' Mutual Benefit Society was held at the rooms of the society, Montreal, on the 3rd inst. The members whose names follow were chosen, by acclamation, officers and trustees for the ensuing term: Chas. Gurd, president; G. O. Stanton, vice-president; F. Birks, J. T. Dwyer, E. H. Copland, Max. Murdock, Robert White, T. Hughes, trustees.

The Alliston woolen mills are to be lighted by electricity.

The Ingersoll woolen mills were broken into recently, and \$50 in goods taken.

Merchant A. M. McRae, of Carleton Place, is getting round on crutches. Shooting accident.

F. R. Hodgins, of The Hodgins Estate Dry Goods Store, Clinton, was in Toronto last week.

Perkins' millinery store at Campbellford was burnt on November 12th. Insurance, \$1,000.

A loss of \$10,000 was caused by fire in H. Sims & Co.'s collar warehouse at Montreal the first week in November.

T. T. Aloinson, of Brandon, will open a store at Hamiota, and deal in dry goods, clothing and boots and shoes.

The old firm of Gray & McGregor, Madoc, have dissolved partnership. Mr. R. T. Gray will continue the business.

The stock of Park & Co., Jarvis, has been sold to George Mitson, of the same place, at 66 cents on the dollar.

The deposits in the Government savings banks for October amounted to \$278,205 and the withdrawals to \$328,316.

J. & H. Spence, general merchants, Pipe Bay, have opened a branch store at Dyer's Bay, head of the Bruce Peninsula.

The store of Wm. Taylor, of Belle River, was burglarized one night recently, and \$100 in cash and considerable clothing taken.

Mr. Falkenburg, who hails from Manchester, proposes to establish a factory in Quebec for the manufacture of water-proof clothing.

The insurance company have settled with Henry Laundry, merchant, Tweed, for \$3,750, and his creditors have made a compromise.

D. Magee's Sons, St. John, are offering "The Wild West" hat, as worn by Buffalo Bill and other famous cowboys, at \$21 a dozen to the retail trade.

Rumors are rife about the intention of the Grand Trunk Railway to put Brantford on the main line, running a spur for that purpose from Lynden.

Mr. J. Pope, of Hensall, merchant tailor, has disposed of his business at Fullarton, which was under the management of Mr. John Norris, to that gentleman.

J. M. Macdonald, representing McIntyre, Son & Co., of Montreal, wholesale dry goods, leaves Winnipeg for the coast on Monday, with his spring samples.

Mr. J. H. Metcalf's headquarters are now at Ottawa, he having recently engaged with Messrs. J. A. Seybold & Co., wholesalers, as traveler for them in that section.

"To the general trade," says The Trade Magazine, "a well dressed window is an advertisement and encouragement to business which should not be overlooked." THE REVIEW is trying to encourage well-dressed windows by a competition, which

closes January 15th. A collection of photos of three windows actually shown by one retailer between October 1st and January 1st will have a chance to win one of three money prizes, of which the first is worth \$20.

Arrangements have been completed whereby the Canadian postoffice money order system will be operated direct with Australia, instead of through England as heretofore.

The Indian hemp, a textile plant of some value, which has been found growing wild in Manitoba, near Rounthwaite, is to be tested at the Manitoba experimental farm at Brandon.

Mr. Tetlow, the English card-clothing manufacturer, has been on a trip to Canada visiting his customers. He was accompanied by Mr. Robert S. Fraser, his Canadian agent, of St. Helen street, Montreal.

Peter Scott, superintendent of the Clyde woolen mills, Lanark, Ont., left by the Labrador a short time ago on a visit to Scotland, where he will endeavor to understand the latest improvements in woolen manufacture.

Mr. W. Root, of the firm of G. Root & Co., top-makers, Bradford, has been on a visit to Canada, where he has several customers. He was introduced on this, his first visit to Canada, by Mr. Robert S. Fraser, of Montreal.

D. Lavrock, late general merchant at Port Elgin, is now in the grocery business in James street south, Hamilton. He is understood to be much pleased with the change. William Goble is selling out Mr. Lavrock's stock at Port Elgin.

A mat factory has just been established on Moira street, in Belleville, by Wildbur & Moses, who make cocoa mats and matting, wool mats and fibre spinning. They will weave the cocoa matting such as is used for the aisles of churches. A new building for their weaving is spoken of in the coming spring.

The value of the crop of the province of Ontario for 1893 is placed by the Bureau of Industries at \$102,000,000. The principal items that go to make up the total are: Hay, \$37,921,000; oats, \$19,450,000; wheat, \$13,600,000; peas, \$7,651,000; turnips, \$5,697,000; potatoes, \$5,100,000.

There was a meeting of the Retail Association of Winnipeg on Tuesday evening, November 27, at Delmonico hall, corner of Market and King streets, at 8 o'clock. The meeting was called for the purpose of formulating a constitution and by-laws for the government of the association, and dealing with other matters of interest to the retail trade.

Simcoe is to have a new industry. Harding & Son have bought from Mr. G. H. Luscombe the old rink site, corner Sydenham and Pond streets, and have let to Mr. Hugh Steinhoff the contract to erect a building 35 x 90, two stories and an attic, to be used as a shoddy mill. It is to be equipped with six set of cards, and when completed will have a large capacity.

The Williams-Hurlburt Company, of Collingwood, is applying for incorporation for the general manufacture and sale of all kinds of hosiery and knitted goods. The operations of said company are to be carried on in the town of Collingwood. The amount of capital stock is to be eleven thousand dollars, and the names of the applicants are as follows: David Williams, manufacturer, John Chamberlain, contractor, Frank Foster Telfer, merchant, Herbert Young Telfer, merchant, and Minnie Hurlburt, wife of Lawrence Henry Hurlburt, all of the town of Collingwood; Heman John Hurlburt, lumberman, of Mitchell; and Andrew Ginty Campbell, of Winnipeg, bookkeeper.

BUSINESS WEST OF PORT ARTHUR.

JOHN CAMERON, general subscription agent of THE DRY GOODS REVIEW, has just completed a successful trip from Port Arthur to the Pacific. He has been there since June, and

has visited every place in that magnificent district, going over the ground more thoroughly than ever before. The result is that we have now nearly double the number of readers we had before. In several instances he had to drive nearly a hundred miles to see business men. He says the paper is doing a great deal in drawing the people of the different parts of Canada closer together, for it is read from the Atlantic to the Pacific. Through its columns the leading business men in the most remote districts are becoming acquainted and are taking an increased interest in each other's welfare.

Speaking of trade, Mr. Cameron says business is on a satisfactory basis. Merchants are giving less credit and are paying their accounts more promptly. They are,

he says, if anything, generally more enterprising than eastern business men.



CARPET FAILURES.

A. L. C. Merrill, carpets, Montreal, who assigned recently at instance of George Blackburn, has filed the following list of principal creditors: George Blackburn, Manchester, Eng., \$1,400; Barry Ostler & Co., Kirkcaldy, Scotland, \$960; Richard Smith & Son, Kidderminster, Eng., \$665; S. J. Watts & Co., Manchester, Eng., \$922; Thos. Topling & Co., London, Eng., \$436; Thibaudeau Bros. & Co., Montreal, \$406; Edward Hughes & Son, Kidderminster, Eng., \$269; A. Belanger, Montreal, \$1,000; Wm. Mitchell, Cobourg, \$338; Shepherd & Beveridge, Kirkcaldy, Scotland, \$201; The Corticim Co., London, Eng., \$1,377; J. Crossley & Son., Halifax, Eng., \$1,040; Thos. Bond, North & Son, Hompon, Eng., \$1,570; Brintons Ltd., Kidderminster, Eng., \$319; Dominion Oil Cloth Co., Montreal, \$971; Dame Normandin, Montreal, \$500; Gault Bros. & Co., Montreal, \$1,489; H. B. Picken was appointed provisional guardian.

Gates & Gardner, carpets, St. Catharines, have assigned to D. De Potter.

SALE OF SEALSKINS.

A London, Eng., despatch, of December 1st, says: "At the two days' sale of sealskins in this city there has been a large attendance of buyers, and there have been sold 128,470 Northwest coast skins, 16,030 from Alaska, 27,300 from Copper

Island and 16,030 from the Lobas Islands. The condition of many of the skins offered was not first-class, sufficient care not having been taken in removing them from the dead seals. Owing to the increase in the collection of skins and the adverse trade conditions a decline in prices was expected."

TRADE IN WOOLENS.

Speaking of the trade in woollens, Mr. Johnston, woolen buyer for Wyld, Grasett & Darling, remarked that the sorting trade in November had not been so satisfactory as in October, for some reason which he could not quite locate.

Black beavers had sold extra well for overcoatings, and browns and blues moderately. Meltons sold to a certain extent. Naps sold fairly well, but would be better, he thought, next season, when they would be used for both ladies' and men's outer garments. The tendency was to a fine vicuna effect—a sort of fur-beaver. This had a nice warm feeling, and the surface did not wear off as quickly as in the case of a nap.

One of the marked features of the season had been the comparatively slight attention given to tweeds. Fancy worsteds, serges and chevots caught the trade much better, and suitings were nearly all made from these fabrics.

Mr. Johnston called attention, with considerable pride, to his trimming department, which has had a satisfactory growth. He displayed a long range of 40-inch striped silesias, and showed some very pretty satin-finishes and brocades. The latter are expensive goods, but, owing to their having the pattern woven into them, they are sought after by the best tailors.

RECENT SALES.

The following stocks were sold recently: J. H. Strickland's Cannington, \$1,400, to G. A. East, at 47 cents; ditto, Argyle, \$1,316, to T. W. Dodds, at 72½ cents; ditto, Bolsover, to Hugh Wilson, at 71 cents; Hand-in-Hand's, Toronto, \$6,000, to James Matchett, at 55 cents; Danford, Roche & Co.'s, Aurora, \$10,172, to J. W. Relyea, of Brockville, at 60 cents; Bedard & Vincent's, Montreal, to Mr. Porter, at 62½ cents, fixtures at 25½ cents; Thorne & Co.'s, Hamilton, \$11,778, to James Shea, at 70½ cents; W. Stanford's, Ottawa, \$30,000, to P. Rochon, at 59 cents; A. McDonald's, Guelph, \$30,000, to Mrs. McDonald, at 38½ cents; T. J. Death & Sons', Toronto, to Bachrack, at 28½ cents.

FANCY UNDERWEAR.

Startlingly original is the advertisement of some high-class patterned French underwear on page 19 in this issue. This class of underwear has been until now out of the reach of the ordinary consumers, but Glover & Brais have succeeded, by keen efforts and special attention, in getting a special line ready for them suitable for this market.

These goods are designed in Paris, are fashion produced in the best shapes, and are made in shirts, pants, and half-hose to match.

The patterns and colorings are exquisite, as may be gathered from the tan with black spots, and the blue with white spots, shown in the illustrations.

The untiring efforts of Glover & Brais to produce articles of which the men's furnishing trade have felt the need, will undoubtedly be appreciated by those benefitted.

CANADA CONQUERS THE WORLD.

IN the matter of a great carpet, Canada seems to have conquered the world. Mr. James P. Murray, of the Toronto Carpet Manufacturing Co., has brought the manufacture of his patent "Imperatrix Axminster" to perfection in Canada, and orders are so numerous that ten more looms are to be added at once, five to be made by themselves and five by Goldie & McCulloch, Galt.

Mr. Murray has just organized a company in Philadelphia to manufacture this carpet in the States, and in the spring will leave to organize a company in Great Britain. His patents cover both countries, and he will make the most of them.

The Philadelphia Carpet Review speaks thus of this chenille axminster: "One of the important transactions of the past month was the organization in Philadelphia of a company for the manufacture of genuine chenille axminster by power. This, we believe, has never been attempted in Philadelphia, though hand-made axminster of a creditable kind has been made here. The present patent hails from Canada, being owned and made exclusively by the Toronto Carpet Manufacturing Company of which Mr. James P. Murray is president. Mr. John R. White, of Boyd, White & Co., is the principal organizer of the new enterprise, in the formation of which he has had, during two weeks of the past month, the active presence and direction of President Murray himself.

"The fabric to be made was exhibited at the Chicago Exposition, in the booth of the Toronto Carpet Manufacturing Co., on the main floor of the Palace of Manufactures. The extraordinary height and deep pile, and ingenious back of this axminster deeply interested such experts as stopped to examine. The award given it was the only one granted, so far as we know, to power loom chenille axminster, designated as such, at the Exposition. The fabric, which was perfected in Toronto, is notable for its remarkable wearing qualities, the tenacity of its pile (sweeping off being almost impossible), the unlimited range of its colors or designs, and for its remarkable cheapness.

"This organization will be styled the White-Murray Carpet Co., its chief business being the manufacture of power-loom chenille axminster carpeting, rugs and mats. The rugs from this fabric are now widely used over Canada, and the makers of late have been unable to keep pace with their orders. The fabric has the same affinity for light and delicate colors that is observed in moquette, but discloses its strength quite as well in dark, rich colors. A special emblematic design in crimson, recently executed for the Toronto Athletic Club, is pronounced a remarkably attractive carpet.

"The company has been organized on a basis of \$200,000 capital, the intention being at an early date to place the requisite number of looms and to proceed at once to the weaving of goods in Philadelphia. It is presumed that Mr. John R. White will be president of the company, and that the Board of Directors will include some of our leading capitalists. The promoters feel assured of a quick market for their product, the experimental stage having been passed two years ago in the Toronto mill."

CHANGES AMONG SHADE-MAKERS.

On December 1st the Macfarlane Shade Co. ceased to exist. Their large factory on Liberty street, Toronto, has been leased by Menzie, Turner & Co. for a term of years, and for that term the Macfarlane Shade Co. have promised not to go into business

in Canada. Mr. Macfarlane will go to Detroit to manage a factory to be established there by himself and Hees & Co.

The stock-in-trade of the Macfarlane Co. has been divided between Geo. H. Hees, Son & Co. and Menzie, Turner & Co. The former firm have secured the printing blocks, lace effect shades, stencils, patterns, trade-marks, catalogues, etc. The latter firm have secured the shade cloth, poles, and many lines in laces, fringes and brass goods.

Menzie, Turner & Co. will place their coloring and decorating machinery in the factory vacated by the defunct firm, and will continue to manufacture as before. They have especial facilities, with their patent machinery, for turning out cheap shades, and no doubt they will now do an increased business.

The Canadian market was too small for three large firms, and one had to quit. It fell to the lot of the Macfarlane Co. to do this, and the market will be divided between the other two. This will probably mean less cutting of prices and an increase of profits to both manufacturing concerns.

SPECIAL HALIFAX NEWS.

HALIFAX, N.S., NOV. 29, 1894.

THE dry goods trade, as far as the city is concerned, is very good now, and has been for the past two months. The indications are that it will be even better during the winter months. The same, however, cannot be said of the provincial trade. Not that there is any difficulty in selling, but rather that collections are hard to make. Renewals are the order of the day, and men have asked for time who never did so before. The fact is, country stores are over-stocked, and the merchants do not know when to stop buying. A prominent wholesale man, Mr. T. M. Jenkins, of Murdoch's Nephews, says his firm would be willing to close their doors for one year, if the other firms would do the same, and thus give the country dealers a chance to dispose of their large stocks. Beyond a little "sorting" to keep up stocks, he thinks the dealers have goods enough on hand to meet all demands for at least twelve months.

Like a good many other places, Halifax has trouble with the Customs officials. It is asserted by wholesale men that they are put to considerable unnecessary trouble and expense. One dealer goes as far as to say that they find it advantageous to import via Montreal. He says they can save 10 per cent. by doing so, although the goods have to be reshipped to this city.

The Halifax dry goods trade have to compete with street pedlars. THE REVIEW noticed, a few days ago, a couple of these men behind a long L-shaped table covered with ready-made clothing, blankets, braces, etc., in which they were doing a good trade with farmers and sailors.

Wood Bros. & Co., Halifax, make a special feature of mantles, dress goods and trimmings, and silks. Mr. Wood visits the European markets twice a year.

F. J. Horneman, general dry goods dealer, Spring Garden road, has registered his consent to allow his wife to do business in her own name. The business in future will be conducted by Mrs. Horneman. Previous to doing so he gave a bill of sale of his stock and trade and household furniture, to Murdoch's Nephews, who transferred the same to Mrs. Horneman. The amount of his indebtedness to Murdoch's Nephews was about \$1,500.

The Nova Scotia Furnishing Co. are now snugly settled in their new quarters on Barrington street. Their premises are

Men's Furnishings



See Our Samples

FOR

NECKWEAR
UNDERWEAR
SHIRTS AND COLLARS
UMBRELLAS
RUBBER COATS
BRACES AND BELTS
HANDKERCHIEFS
GLOVES AND SUMMER
COATS AND VESTS

Bretelle de France. Light and comfortable.
Not tight. Popular prices. Shirts,
Pants and Half Hose to match.

Write for Samples.

Represented in all Provinces

W. & G.'S

CELEBRATED

GERMAN

Dress Shirts and Collars

Kept constantly in stock.

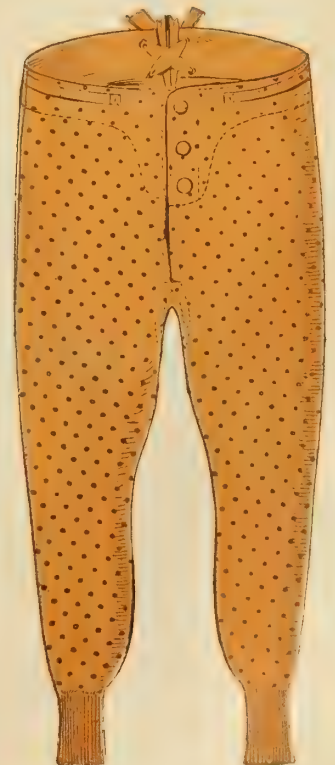
• •

*Light and Comfortable Bretelle
de France always on hand.*

• •

Glover & Brais

MONTREAL.



Bretelle de France. Light and comfortable.
Not tight. Popular prices. Shirts,
Pants and Half Hose to match.

the handsomest in the Lower Provinces and equal to any in the Dominion. The firm are taking a prominent place in the carpet trade, and are carrying a very large stock.

G. M. Smith & Co.'s handsome retail store is being put in order for the holiday trade.

Merchant tailors report a good fall business. One drawback the trade in the city has to put up with is the custom of young men sending to England for their clothing. There is no city in the Dominion where better fits can be obtained than in Halifax, yet strangers are struck at once with the large number of persons wearing misfits. This is due to the fact that Halifax is a military city, and the young men have a burning ambition to be English in every particular, even to the sacrifice of personal appearance.

TAUNTON.

SPECIAL ST. JOHN NEWS.

ST. JOHN, N.B., Nov. 29, 1894.

DRY goods merchants in St. John and elsewhere in New Brunswick have no reason to complain of this season's business. It has really been good, and now they are making extensive preparations for Christmas and the coming year. A number of new lines of fancy goods will be shown by the various firms in a few days, but as yet they will not say what those lines are. THE DRY GOODS REVIEW's representative has been around among them during the past few days.

Messrs. Manchester, Robertson & Allison report business good. They are getting ready for the Christmas season, and have many surprises for the purchasing public. The firm do not begin to take stock until January, and in that respect are unlike a number of firms who are doing it now.

Messrs. W. C. Pitfield & Co., wholesale and retail dry goods, are doing a splendid business, and at present are busy sending out goods to their customers for the Christmas rush.

Messrs. Brock & Pattison have practically finished their trade in millinery and fancy goods for the season. Mr. Brock goes to New York in ten days to secure new lines, and on his

return will be able to give THE REVIEW a better idea of what will transpire in the business world in which he moves next year. The firm are now carrying a big stock of fancy handkerchiefs and stamped goods, and find ready sales. Mr. Brock showed your representative a beautiful China silk handkerchief which they are selling at 12½ cents a piece, a ridiculously low price, considering the quality of the article. This is being done to throw out the stock before the spring opens. The firm are fitting up a large workroom upstairs in their establishment, in which to carry on the manufacture of their hats. They will employ a couple of dozen girls. Last season they manufactured 400 dozen hats. Mr. Brock says this market is one of the hardest in the world to cater to. "We lie between the English and American markets, and the people hardly know what to buy. One style sometimes will not run here longer than ten days, and the merchants have to be very careful in the selection of their stocks." Hats which sold during the season at 75 cents are now being cleared out at 25 cents.

D. Magee's Sons, the popular and enterprising King street hatters, have an intense regard for THE REVIEW, and gave the representative a number of valuable hints about business in St. John. The general tone of trade, they say, has been dull, but they have been very fortunate. Their cash and charging business has been good, but collections are a little slow. Taken altogether, they think trade has been better this year than last. Messrs. Magee are making big sales of fur-lined coats at from \$75 to \$200 each, and in most cases are receiving cash payments. Greenland seal is in much demand, and articles made of that excellent fur are bringing good prices. The fall hat is large and full. Already the low, full English hat is being much worn, and the tendency is for the American style to run to them in the spring. Fedoras are to be worn large. There is an unprecedented demand for girls' "tams." Messrs. Magee have introduced a double-band yacht cap into the market, which has become very popular. Already hundreds have been disposed of, and the sales are getting larger day by day. The cap is a combination equally suitable for warm or cold weather.

GEO. McLEAN.



YOU SHOULD know a good thing when you see it. Don't you see a good thing in THE DRY GOODS REVIEW? Don't you notice an increase in our advertising? An increase in advertising means an increase in subscriptions. Why? Because, when the live advertiser notices THE REVIEW in the hands of all of the best retailers throughout Ontario, Quebec, Nova Scotia, New Brunswick, Manitoba, North-West Territories and British Columbia, it does not take him long to decide that the most economical way to cover the whole ground is by an advertisement in THE DRY GOODS REVIEW. Our address is Toronto, and our office is open day and night.

THE

Highest Class of Black Dress Fabrics

"FOR GENTLEWOMEN"

Our samples for the incoming season will be **complete** in all departments in a few days. In **Fancy** Dress Goods, **White** Dress Goods, Ladies' Suitings and Cape Cloths, we will show nearly **double** our usual range, all **up-to-date novelties**. To our friends we say, in all earnestness, **do not** buy until you have seen our samples.

TRIMMINGS AND LACES TO MATCH DRESS GOODS

Silks Silks Silks

Choice Range
Exclusive Designs
... Prices Right

Dress Silks
Fancy Silks

Trimming Silks
Vesting Silks

We will be very strong in Household Linens, English and Canadian Flannelettes, Shirtings, Tweeds, Hosiery, Gloves, Sunshades, Umbrellas and Smallwares.

BROPHY, CAINS & Co.

196 MCGILL
STREET

MONTREAL

GEO. H. HEES, SON & CO.

MANUFACTURERS OF

Window Shades Curtain Poles

Etc., Etc.

N.B. We have just purchased from the **Macfarlane Shade Co.**, (who go out of business in Canada, Dec. 1, '94), their entire stock of **Printing Blocks, Stencils, Patterns, Catalogues, Color Books, etc., and supply everything formerly made or sold by them.**

With our **Two Large Factories** in Toronto we are prepared to fill all orders promptly. Send for our New Color Books and Catalogue.

FACTORY:

Davenport Road.

OFFICES AND WAREHOUSE:

99 to 103 King Street West

Our Shade Cloth is Hand-Made

MEN'S FURNISHINGS.

WHILE jobbers and retailers are still worrying with winter goods, such as heavy underwear, mufflers, lined gloves, all-wool half-hose, etc., the manufacturer is making spring goods, and the buyer for the wholesale house is placing his orders for the same.

The sorting season has been most satisfactory in every way, although the volume of trade might have been larger without serious results. But a smaller trade than usual was anticipated, and business on the whole was fully up to expectations.

A NEW SUSPENDER FIRM.

Every furnisher has heard of the Wire Buckle Suspender Co., and their famous Harris Patents. They lead in the United States, but have not been strongly pushed in Canada, but now that E. & S. Currie have taken them up they will be always procurable. Their well-known enterprise will undoubtedly be productive of a large turnover.

To describe their complete line would require a whole issue of this journal, but one or two of the leading lines are illustrated herewith.



EMPIRE BUCKLE.

The "Empire" buckle is one of a range of gold plated buckles, on suspenders to retail at 50 cents, which comprises some ten kinds of equally taking quality. The buckles are: Rococo, Roman, Bijou, Admiral, Bon Ton, Elite, Petite, Florentine and Etruscan. Each design is perfect in detail and illustrates the highest skill of the engraver's art. The cast-off is good and the name of the makers "E. & S. C." is stamped on every brace.

The "Emblem" suspender is another decided novelty. The illustration shows that society emblems can be produced accurately, although it cannot show how all the correct colors are reproduced on a highly enameled white surface. The buckle itself is gold-plated, very beautiful and tasteful in design; it has a cast-off perfect in action and easy of adjustment.

They make the following designs: Masons, Oddfellows,

Knights of Pythias, Ancient Order United Workmen, Knights of Labor, Foresters, Knights of Maccabees, etc. Every retailer who wishes to have the latest novelties should be familiar with the range of these goods shown by E. & S. Currie.

WELL-KNOWN BRANDS OF COLLARS.

Collars with a distinctive name always have a greater chance than nondescript goods, because the wearer, if he finds them

suitable, knows what to ask for when he needs a repeat. Following this idea Mr. Fisher, of Wyld, Grasett & Darling, has made popular several brands of this line of furnishings, and is now possessed of a line of goods that sell themselves on their merits.

The Grandee and Glendowe are both the same shape, and differ only in quality. They are carried in the following heights: $1\frac{5}{8}$, 2, $2\frac{1}{4}$, $2\frac{1}{2}$, $2\frac{3}{4}$ and 3 inches, and in all sizes, from 14 to $18\frac{1}{2}$ inclusive. If the number of dozens sold each year were mentioned, many people would put it down as a fabrication.

The Mentone is a newer shape than either of the preceding, but is rapidly gaining ground with the best trade. It is shown in $2\frac{1}{4}$ and $2\frac{1}{2}$ inches, and in the same sizes as above.

The illustration shows its particular features better than any description could. The best furnishers in the cities are selling it, and Mr. Fisher has great hopes of it.



WYLD'S MENTONE.

NECKWEAR.

Wyld, Grasett & Darling will have a shipment of new neckwear to hand this week, and some of it will be distributed for the holiday trade. They report a great demand for greys of different kinds, shot effects and greens. The shapes are 2-inch derbys, graduated derbys, and wide-flowing ends.

W. R. Brock & Co. are having a good run on their general lines of neckwear for the holiday trade. They have a large assortment of the new shapes and latest designs and colorings. Their prices are such that no buyers can go beyond them.

SUGGESTIONS.

Speaking of the furnishing trade, The New York Economist makes some suggestions, two of which are here given: "The growing favor which in recent years has been accorded by ladies to articles of apparel formerly distinctively masculine, does not escape the attention of the shrewd buyer for men's furnishings departments. There are now many articles, such as neck-wear, scarf-pins and sleeve-links, which are purchased by ladies at this department for their own use, and buyers should remember that it is a factor in their department's prosperity and responds to careful attention and cultivation.

"Wet weather, while exerting a depressing influence on the sale of certain classes of goods, is a blessing to live men keeping up the umbrella and mackintosh side of the department."



EMBLEM BUCKLE.

SAMSON, KENNEDY & Co.

—=====THE GREAT=====

Staple and Fancy Dry Goods House

.. OF CANADA ..

Motto: "We Always Lead; We Never Follow"

(REGISTERED TRADE MARK)

... ORDER DEPARTMENT ...

Special attention is given to this department. Its organization is complete. Orders coming by letter direct take priority in execution. Don't fail to mark the word "ORDER" on the envelope outside. Merchants in forwarding letter orders will please note two things: **FIRST**—The character of the stock which the house carries to whom they are sending their orders. **SECOND**—The amount of attention their order is likely to receive. **WITH REGARD TO THE FIRST ITEM**, our stock is of such a comprehensive character that no detail can be omitted in keeping up a constant assortment, and what we have not in stock to fill an order we endeavor to procure. **WITH REGARD TO THE**

SECOND, all the orders that come into our house are attended to under the personal supervision of the firm, and are executed on the day of receipt.

We boast of **PROMPTNESS**, **SYSTEM** and **PRECISION** in execution, making the buyer's interest paramount.

Each successive day's business impresses us more and more with the great importance to be attached to the careful execution and prompt despatch of Letter Orders.

 You will **ECONOMIZE** both **TIME** and **MONEY**, and secure what you want, by ordering either through our travelers or from the house direct.

 *No order so large that its details escape our attention.
No order so small that we do not cater for it.*

SAMSON, KENNEDY & CO.

44, 46 and 48 Scott St. | **TORONTO** | 15, 17 and 19 Colborne St.

AND 25 OLD CHANGE, LONDON, ENGLAND

THE MILLINERY AND CLOAK TRADES.

WHOLESALEERS are moving from winter millinery and cloaks into spring goods, and already some samples are being shown to retailers. It is rather early as yet to prognosticate the tendency in either of these branches. But in millinery, flowers are going to take a leading position, and capes will be a big feature of the cloak trade. The latter prophecy is based mostly on the present popularity of the golf cape and the fur cape, and the continued existence of the balloon dress sleeve.

This season's cloak trade has been very satisfactory. There has been a tendency to lower-priced garments, but this is but another evidence that this has been an "economical" season on the part of the buying public. Stocks in jobbers' and manufacturers' hands are well cleaned up, and very few sacrifices have been necessary to accomplish this result. The feature of the close of the season is the popularity of the black beaver and the long skirt. The extreme styles have "Prince Albert" skirts.

In hat ornamentation, jets and buckles have proved the best stayers of the season, and, as usual at this time of the year, plumes have had considerable attention.

SPRING MILLINERY.

THE Paris correspondent of The Economist writes: "The artificial flower makers are looking forward to an excellent season, and they have no reason to complain of the present. They will forestall spring in the production of early spring flowers. As early as January next the millinery will be decked with blossoms that will only have begun to put forth buds in the southern provinces.

"In the meanwhile roses, which have no particular season, and late autumn blooms, are being applied to the decoration of collars and collarettes. They take the place of the rosettes of ribbon and are inserted in among quillings of silk gauze and crape, or fixed to the sides of folded necklets of velvet and surah. I have seen boas of mousseline de soie with large roses set at intervals round the throat and down the ends which dangle in front.

"Milliners, while they intend to go on patronizing satin ribbon for many months to come, will not restrict themselves to it. Faille is looking up again, and fancy ribbons are going to have a turn, too. Double-faced satin ribbon, especially that of which the under side is of a somewhat lighter shade, is preferred. The fancy ribbons are also equally good to look at on either side, the colors of the stripe or other patterns being reversed.

"The newest productions include faille ribbons striped with satin, the satin stripe showing on both sides, having a corded edge. Two tones of one color or two colors—not a direct contrast—have the call over startling juxtapositions of tints. More narrower ribbon than formerly is needed, as the cockades set in hats are often composed of a multiplicity of loops made of inch and a half wide ribbon. Strings are only to be worn with certain picturesque hats copied from the millinery of the first half of the century."

The Berlin correspondent of the same paper says:

"A new article for spring is found in gauze ribbons, which have been ordered in plain colors, and also with stripes of another color. But this is no indication that they will find extensive consumption, as attractive novelties usually find some admirers when first shown. These may become leaders, but

the experience of previous seasons teaches that not too much can be expected from such articles. In velvet ribbons, satin-back velvet, in the widths 60, 120 and 160, retains favor.

"Laces are selling well for next spring. The most important articles for the millinery trade are black Chantillies, white laces and Vandyke effects. The shades of cream, butter and ivory are also much in demand.

"A new kind of rose is made which is used in large sizes. Velvet and satin antique are good materials for flowers. Natural colors have to some extent the lead, but flowers are made also in claret, pink and peach, and more especially in white, which will dominate next season.

"Hyacinths, primroses and pansies have favorable acceptance. White and lilac-colored alder flowers sell well. Velvet ivy leaves can be mentioned as a novelty in leaves. Judging from the many orders placed for flowers, it does not look as if leaves will be in high favor.

"Cornflowers are seen in all shades, among which are lavender and cherry in the darker and lighter gradations.

NEW QUARTERS.

J. D. Ivey & Co. will, on the first of the new year, move into the commodious building at present occupied by S. F. McKinnon & Co. The new address of this firm will thus be 18 Wellington west.

This building has five flats and a basement, and hence will give this firm a greater chance to display their stock than they possessed in their smaller building on Yonge street.

Moreover, they will be able to carry a larger stock, and Mr. Ivey is now in Europe making the necessary purchases. No doubt when these have arrived and the firm are settled in their new premises the display will be ahead of all previous seasons in point of extent, and fully up to other years' displays in carefulness and suitability of selection.

That J. D. Ivey & Co. are to be congratulated on their pluck in extending their business at a time when other men are looking "down in the month," goes without saying. Enterprise and pluck make business go in spite of hard times.

COR. MELINDA AND JORDAN.

"Cor. Melinda and Jordan" is to be the address of S. F. McKinnon & Co. after January 1st, 1895. The beautiful eight-flat structure which Mr. McKinnon has erected is a suitable home for what is one of the most extensive of wholesale businesses which Canada can boast. As a piece of architecture it is, perhaps, the finest wholesale house in Canada; undoubtedly the finest in Toronto.

This firm will now have almost double the room to display their goods, and will, no doubt, use it to good advantage. Mr. Geo. H. Pack, their foreign millinery buyer, has been in Great Britain since September, and has made his second trip to Paris. Mr. McKinnon sails in a few days to aid and oversee in this work. These two gentlemen will, no doubt, make their usual successful selections of European novelties. Mr. Woodland has been in New York the past few weeks looking up novelties there.

With their new building, with these facilities for buying from all the leading markets, and with an increased stock, S. F. McKinnon & Co. should capture a large portion of what promises to be a good spring trade.

FROM A SMALL BEGINNING.

THE history of how the largest knitting mill in Canada has grown from a very small beginning is decidedly interesting. Some years ago a girl showed some samples of knitted wear to J. J. Moodie, who was doing a profitable business in fancy goods in Hamilton. She had been employed in another store, but they could not dispose of all she made. Mr. Moodie gave her an order, and soon worked up a good business. His son, J. Moodie, Jr., was at that time the champion bicyclist of Canada,



J. MOODIE, JR.

and was traveling from British Columbia to Nova Scotia for his father's house. He took a few samples, and soon had more orders from retailers than the girl could fill. She refused to teach anyone else and Mr. Moodie, knowing he had a good thing, learned the principle on which she worked, and went to Nottingham and the English manufacturing districts. He spent two years in the leading knitting mills, there making a careful study of the business. Returning to Hamilton, he taught a girl who was a servant at his house. He went out to sell the goods, when his trade grew so rapidly that he soon had to increase his help. At this time the upper part of his father's store was the factory, but this soon was too small and larger premises were secured. These in turn were abandoned for their present extensive works at Hamilton.

After running the business himself for three years, Mr. J. Moodie, Jr., was joined in 1888 by his brother, J. R. Moodie. By their united energy and perseverance they have succeeded in building up the largest business of its kind in Canada.

This factory of the Eagle Knitting Co., as they style themselves, is filled with the latest and most improved machinery for the manufacture of knitted goods. Recently they added machinery for the manufacture of men's arctic and balbriggan goods, and have made a great hit with these productions.

From employing one girl in 1885, they now have 175 hands in their mill and 50 to 75 outside. In the busy season they work with two sets of employes, one for day and the other for night work.



J. R. MOODIE.

Their brand of Hygeian underwear is becoming quite famous. It is noted for being well-made, from first class material, in good sizes and artistically finished in every detail. They make a large variety of children's and ladies' vests, drawers, combinations, etc.

Imitation is said to be the highest form of flattery, and they have certainly received this. Just now they have a suit against another manufacturer for imitating their patented Hygeian drawers.

The Eagle Knitting Co.'s goods are sold by nearly all the jobbers, from whom they are procurable. The number of retailers who have found these goods satisfactory lines to carry make them also profitable lines for the jobber to handle, as they

sell themselves without the personal efforts of the traveler. Marked goods of this character are profitable lines, once the point where talking up has to be done is reached and passed. After that they require only to be mentioned, and if the retailer's stock is low an order is assured.

STYLES AND COLORS IN HATS.

The advance styles in spring shapes in stiff hats, says The American Hatter, have nothing spring-like about them excepting the colors. The crowns are full and the curls heavy—conditions that are entirely contrary to tradition or precedent.

There are also shown hats with a modified Stanley, known as a "box" curl, which gives a heavier effect than the regular Stanley, although a 6-ligne binding is used.

The square-crown stiff hat is being shown in all the spring lines and in spring colors, and there is evidently a disposition to push it.

In colors there is a more pronounced effort in pearl shades than for a number of years past, and it looks very much as though the favorite and beautiful pearl derby would again become popular.

Most of the pearls thus far shown are of a bluish shade, and are very handsome.

New and rich shades of browns are also shown, particularly in golden effects.

In soft hats flange brims will retain a commanding position, and are being brought out in very pronounced colors. A novelty, or, rather, a revival of a once very popular style, is being introduced in the shape of a low square-crowned soft hat with slightly rolled brim.

The advance orders for this hat show that buyers have confidence in it, and there is every reason to believe that it will sell very largely. Its introduction will be made easy by the tendency toward soft or set brims in straw hats, which this hat somewhat resembles.



THE EAGLE KNITTING CO.'S MILL.

GIVE UP YOUR EXPERIENCE.

Will some of the readers of THE REVIEW kindly give their experience in the matter mentioned in the following enquiry:

MILLBROOK, Ont., Nov. 17th, 1894.

Editor DRY GOODS REVIEW, Toronto:

DEAR SIR,—Can you tell us of anything to prevent our shop windows from sweating?

Yours truly,

KELLS, FOWLER & CO.

FOREIGN MARKETS.

THE Manchester correspondent of The Drapers' Record writes on November 15th as follows :

"This week's record is one of intensified depression in the cotton market. 'Spot' has gone below 3d., while near 'futures' have approached $2\frac{3}{4}$ d. per lb. Many circumstances have contributed to this increased dullness. First in influence is the estimate of 10,250,000 bales as a minimum crop by Messrs. Neill Brothers, then the excellent condition of the growing plant is a powerful factor in the same direction, as is also the weakness of holders of stock in Liverpool and New York. This further decline, following the previous heavy fall, causes something approaching consternation in this market. The extensive purchases of the raw material by spinners have proved unfortunate, and are now having an adverse influence here. For the moment cotton has no friends, and a further fall is anticipated.

"This depression in cotton has produced a corresponding dullness in yarn and cloth. Manufacturers find themselves burdened with large purchases of high-priced yarns, and merchants are equally loaded with dear cloth.

"Although our cotton market is disorganised for the moment, few, if any, complaints are heard among the home trade houses. Business with these firms continues fairly active. The drapers and kindred trades are also busy. The spending power of the masses is making itself felt. Wages are good and employment general.

"The Board of Trade returns show that, notwithstanding continued complaints about bad trade, our export of cotton piece goods was sixty-two million yards in excess of that of last year, and for the ten months of the year an increase of 623,985,000 yards, as compared with the same period in 1893."

NEWS FROM BRADFORD.

The Bradford correspondent of the same journal writes as follows :

"Manufacturers, as a rule, are rather more fully employed, and although there is the keenest competition for coating orders, most of the leading makers have sufficient business in hand to last them well into the next year. Although the American returns show an increase for October of £27,000, it is not expected that this will be kept up for the present month or for December, as these goods will enter the States after January 1st under a more favorable duty.

"The dress trade here is certainly no worse, but business continues very slow, and the mild weather and the approach of stock-taking are making the clearing of stocks of winter dress goods in some instances a rather painful operation.

"For the coming spring the makers of crepon cloths are nearly all busy, and are getting good repeats. Some of the newly-introduced fancy styles with mohair effects introduced are fully equal to anything seen from abroad, and offer an advantage in price.

"Fancy neat checks with bars of bright silk have already been well repeated, and seem likely to last the season out.

"Some of the finer makes of serges in all-wool goods are being taken up in ranges of lighter shades, and will make up into very handsome costumes.

"The enquiry for expensive fancy mohairs is rather quieter, except in blacks, for which the demand is distinctly increasing.

"Business in the heavy woollen districts continues to improve, and in passing through there this week I noticed quite a

number of mills were lighted up in the evening, which showed that a good deal of overtime was being worked in some departments. Perhaps the makers of dress meltons and low tweeds are even better off than the rest of the trade, but the blanket business is a little quieter.

"In flannels, the demand for Yorkshire goods is decidedly improving, and orders, if small, are numerous. In the flannel trade for some years past there has been a tendency to allow the manufacturer to hold the stock, the goods being ordered from him as required, and there seems to be no likelihood of any alteration of this system this season. As I have before pointed out, it is mainly owing to the increase of this policy that so many makers and drapers now trade direct.

"The Huddersfield trade seems quieter, but the demand for better class goods is very steady, and the prospects for spring continue good.

"Worsted coatings continue to be inquired for, and travelers are selling these goods well both at home and on the continent. There seems to be quite a reaction in favor of covert coatings both for men's and ladies' wear."

THE ULSTER LINEN TRADE.

A Belfast correspondent writes : "In the manufacturing branches a more hopeful tone prevails regarding prospects for the year 1895. Makers-up have been looking forward to a time of good business, and the new ranges of samples, now in course of preparation for inspection, were never more extensive. Representatives of the leading houses are now, or will be within the next week, on the warpath in the leading centres of distribution. Prices are said to be lower than ever, and the number of competitors, with the low cost of material, has had a tendency to base quotation of prices upon the lowest scale which has hitherto been reached. The returns of the linen trade for last month are very satisfactory, both exports and imports being in excess of last year for the corresponding months, notwithstanding the diminution in values.

"The shipment of linen piece goods shows a marked increase, the total quantity being 17.7 per cent. in excess of the average of October for the last five years. To the United States the increase is 37.0 per cent., but to foreign West Indies there is a decrease of 37.7 per cent."

BAD TRADE AT DUNDEE.

A Dundee correspondent says : "In all departments of the Dundee market there is an utter want of activity, and a very quiet and weak tone prevails. The feature of the linen trade has been the issue this week of a revised price list by one of the leading firms, announcing a reduction of their rates for yarns and goods varying from 5 to $7\frac{1}{2}$ per cent. In linens there is but a limited demand, and prices are again down to lowest level.

"Mill-owners in Dundee are again considering the advisability of reducing the hours of labor, business being in rather a bad way and giving little promise for the future. One firm has put up a notice intimating that any day the works, or part of them, may be closed or put on short time. The outlook for the winter, therefore, is by no means bright.

EUROPEAN NOTES.

"In Berlin black veils are fashionable. They must be of tulle, embroidered with large flowers in white or cream, and must be of Brussels make. These veils, either made up or cut

Wyld, Grasett & Darling

SPECIAL LINES SUITABLE
FOR NOVEMBER TRADE

Leading lines in Flannelettes, large ranges of patterns.

Eiderdowns, in Plain and Fancy Styles, also Napped, in Plain Colors.

Complete ranges of weights and sizes in White Union and All Wool, also Extra Super Blankets. Grey Union and All Wool Blankets. Horse Blankets.

Hosiery--Ladies' and Children's plain and ribbed, full range.

Ladies' and Children's Underwear in Natural Wool.

Mantlings, Beavers, Astrachans, Curls, . . . Etc.

WYLD, GRASETT & DARLING

TORONTO.

Mantles ^{AND} Jackets

THE subscribers desire to call attention to their MAGNIFICENT DISPLAY of NEW and STYLISH CREATIONS for the EARLY FALL and WINTER TRADE.

Our "PRINCESS ALIX" Combination Jacket is a pronounced success. "GOLF CAPES" a specialty.

INSPECTION SOLICITED.

Alexander & Anderson

MANTLE MANUFACTURERS

TORONTO

Ready for Spring Trade



The American Fashion for

LADIES AND GENTLEMEN

We claim that for the better class of trade our "Tight Rollers" will have preference over every other style.

SAMPLES NOW ON THE ROAD

Irving & Co.

Cor. Yonge and Walton Sts.

TORONTO

MAKERS

Neckwear Novelties

For the

Holiday Trade



We are showing a large range of styles which we make in

**White Cord
White Brocade
And
Light Fancies**

Especially designed for the

CHRISTMAS TRADE

E. & S. CURRIE

64 BAY ST.
TORONTO

from the piece, are large, being from 40 to 50 in. long and 16 to 20 in. wide, and are worn either in real goods or in imitation."

The new hosiery is patterned quite to the top instead of only to the ankle. The fancy style still finds its followers, and is shown in heliotrope, pale pink, scarlet, and black with colored tops. Other colors are also seen, but these prevail, as also a pale green with feet in black and the top worked with rosebuds, violets, or small leaves. The lower part of the stockings are often worked in such designs and with large or small polka dots. A star pattern has stars in seven or eight colors, or white, ecru or black.

Butter and two-tone shades still remain favorites in cotton lace for millinery purposes. Valenciennes and point de Paris laces are required in white, ivory, cream and beurre; while Irish guipure, gros Venise, Maltese, and combination styles are principally demanded in tones of cream and ecru, and in beurre.

Cream satin duchesse and brocades in cream gros grain and satin are moving a little more than usual. Japanese changeable surahs and changeable taffetas for spring are seen in tasteful designs and perfect execution, both as regards weave and coloring. "Gaze Paysanne" is the latest novelty for next spring. It has been well ordered in Paris, and also included in nearly all the importation orders placed by American houses.

A RETAILER'S CHRISTMAS CATALOGUE.

Since the article on plated silverware novelties as a side line for Christmas trade was set up, THE REVIEW has received an illustrated catalogue of goods suitable for Christmas presents from Henry Morgan & Co., Montreal, a large dry goods department store. About half of this catalogue is devoted to silverware novelties similar to those shown by Wood Bros. & Co., Halifax. In addition to the lines already mentioned, they have ink bottles, picture frames, calendars, brushes, combs, napkin rings, Crown salt holders, vaseline holders, playing card cases, flasks, etc. This firm have the reputation of always handling profitable lines, and it looks as if there were more in silverware nicknacks than at first appeared to THE REVIEW.

TO CONTROL U. S. COTTON.

J. T. Roddey, cotton broker, New York, is out with a scheme for controlling the price of cotton. The Southerners are somewhat taken with it, but as far as the large New York cotton receivers and brokers are concerned, the entire scheme is regarded as visionary, and no fears are entertained that it can reach any practical stage. The plan as outlined by the author is to form a combination of the cotton growers with a capital of \$50,000,000 or \$100,000,000. Each cotton producer is to contribute one bale out of every five grown to the Trust. Estimating the crop at eight million bales, this plan would stock the Trust with 1,600,000 bales, the withdrawal of which from the market it is urged will appreciate the price 25 per cent. One general office is proposed, with branch offices and warehouses at all cotton receiving points. The gins in every county are to be listed, and if possible controlled, so as to know the exact production and to regulate the supply of cotton. In regard to the management of the company, it is to have one general office, say in New York or New Orleans, with two general directors from each cotton growing State; have one

office in each State with one director from each county in that State, and have sub-offices in all the principal cities and towns in the different States to control the local cotton, all to be controlled by the general office; have either a special insurance company organized, or the present companies brought to a low rate; let company warehouse receipts be issued with insurance policies, and if the farmer needs money let the company advance him five-eighths or two-thirds of the value of his warehouse receipts.

BUYERS' MOVEMENTS.

The following Canadian buyers have returned home: Leslie H. Gault and V. de V. Dowker (Gault Bros. & Co., Montreal); Thos. Fenwick and George Kent (McMaster & Co., Toronto); H. Macartney (Gault Bros. & Co., Montreal); L. A. Martin (P. P. Martin & Co., Montreal); G. B. Fraser (Greenshields, Son & Co., Montreal); G. A. Woodhill (Kenny & Co., Halifax, N.S.); E. A. Hardy (Greenshields, Son & Co., Montreal); B. B. Cronyn (W. R. Brock & Co., Toronto); P. H. Burton (Caidecott, Burton & Spence, Toronto); J. Sanderson (John Macdonald & Co., Toronto).

Buyers still in Great Britain at last report: F. Brophy (Brophy, Cains & Co., Montreal); J. Beaudry (Beaudry, Drolet & Co.); O. E. Gauvreau (Gauvreau, Pelletier & Co.); T. Little (Barnes & Murray, Halifax, N.S.); Mr. Martin, T. Waner.

PAY THEM FORTNIGHTLY.

The Moncton trade are doing less credit than ever, and business is on a much better basis. The prospects generally are improving. Farmers are getting more profitable returns. There is increased manufacturing in the city and near-by towns.

Efforts have been made from time to time to induce the Intercolonial to pay its employes fortnightly instead of monthly. The railway objects, because it would entail so much additional expense in putting on extra pay cars. As it is now, they sometimes do not cover the entire staff until about the fifteenth of each month. This is a great hardship to the employes as well as to the trade. Both have made arrangements for the money, and they are very much put out when it does not come promptly. Fortnightly payments would be better for all. The Board of Trade should discuss the matter with the railway authorities, when it is probable some satisfactory arrangement might be made for fortnightly payments.



Kantopen Spring Hook

We will continue our offer of last month, to send two gross cards, express prepaid, which can be returned to us, all or part, in 60 days at our expense. Price, 3½ cents per card of two dozen.

THE CANADIAN NEEDLE CO.

15 Victoria Square

MONTREAL

A. A. ALLAN & CO.

MANUFACTURERS OF

FINE FURS

Stock well assorted for the Christmas Trade.

Robes Robes Robes

A large stock to select from. Special prices.
Inspection invited.

LETTER ORDERS
CAREFULLY ATTENDED TO.

A. A. Allan & Co.

51 Bay Street, TORONTO.

"THE WILD WEST"

HAT

WE have secured a special lot of these, which we can sell at \$21 per dozen. They are exactly as worn by Buffalo Bill and other famous cowboys. They are a good seller. Write for circular.

D. MAGEE'S SONS,

ST. JOHN, N.B.

Write for Prices
of the

"MANCHESTER"

Odorless Waterproof Garments

To the Manufacturers

FOR LADIES AND GENTLEMEN

THE DUMARESQ CO.

GENERAL DRY GOODS JOBBERS

368 and 370 St. Paul Street

MONTREAL

THIRD PRIZE ESSAY.

HOW TO DRAW AND KEEP TRADE.

W. C. FORDMAN, INGERSOLL.



Ta mere cursory glance it would seem to be an easy thing to tell how to draw and keep trade, but after a more careful study of the question it seems to me that to successfully draw and keep trade requires a study of the very foundation of business principles and a wise application of these principles to the minute details of every-day business life.

To draw trade you must be in a position to sell right. To sell right you must buy right. To buy right you must buy for cash or be a prompt payer with sufficient capital. By sufficient capital I do not mean that you must have a large capital, but that your capital must be in good proportion to the amount of stock you carry. In commencing business start with a stock which would be considered small rather than large, adding thereto as your business and your capital increase. Avoid overstocking, and keep yourself in a position to buy right, sell right, and draw and keep trade.

LOCATION.

Having made up your mind as to the town where you will locate, look well to the location of your place of business. If possible, secure the most centrally located store in town, by which I mean in the very heart of the business centre, the place where the people congregate. Do not let the matter of extra rent stand in the way unless it is an unreasonable rent. Considerable extra rent will be more than made up by extra profit on largely increased sales. I would also prefer my store to be near to my opposition trade, in order that when their customers failed to find what suited them I might be close at hand to draw their trade to myself, hoping in time to keep it.

STYLE OF STORE.

Having secured the most favorable location possible, see that your store is made as suitable as possible to your trade, ample, yet not too large for your stock. A smaller store well filled is always preferable to a store too large for your stock, and a small stock, if an error, is an error on the safe side. Let your store be clean, bright and well lighted. A clean, bright store will draw many customers, and careful buyers will give the preference to the well-lighted store, other things being equal, or nearly so. Have, if possible, plate glass windows. Your goods will be better seen, and that will draw the people. Have plenty of comfortable seats, for some customers who buy large parcels enjoy comfort in buying. Have show cases in which to show fine and possibly perishable goods, which would otherwise have to remain in boxes or drawers, and would thus be unseen and often unsold. Have tables on which you can show many lines of goods in a very much better way than on shelves. The people like to handle goods, and by catering to this weakness you can often make trade. The tables are also an excellent means through which to introduce goods, of which I will say more later on. Keep your store warm in cold weather, and as cool as possible in warm weather. Try in every way possible to make your store a convenient, comfortable, cheery place in which to do business.

BEST GRADES OF GOODS.

Buy and sell good goods. Inferior goods at low prices may draw a certain class of trade for a time, but it is hard work to keep even the poorest class of trade with inferior goods, while the best class of trade can neither be drawn nor kept by supplying inferior goods. Do not think to supply poor goods at first and afterwards work into better goods, for, a customer who has been disappointed in the quality of your goods will be much harder to gain again. Make a reputation for good quality, and if prices advance do not make the mistake of keeping the price the same by supplying a lower grade. Keep up your standard of good quality, even if you have to advance the price.

REGULATION OF PRICES.

Price is a very important factor in drawing and keeping trade, and, I would say, having first your quality right, be satisfied with a moderate or even a small profit, depending rather on increased sales than increased profits for the ultimate success of your trade, and rest assured that you have taken the best means and will surely attain your desire.

STOCK-KEEPING.

Have your goods well kept, clean and tidy, well arranged and well displayed. A clean and tidy stock of goods will draw some customers who would not be so easily influenced by price. A well-arranged stock will give ease to the sales-people in serving customers and avoid delays which are so annoying to some people, will draw them to your store and keep them coming to the place where they are sure of prompt service. Much of the success of a business depends on the full and proper display of goods. Have your windows tastefully dressed with some of your most attractive goods, drawing into your store passers by who would not otherwise know the class of goods you keep. Inside of your store have leading lines of goods on counters, lines and tables, so arranged as to catch the eye of customers who come to buy other goods, but are thereby reminded of other needs, or are induced to anticipate future needs, which I consider one of the best kinds of trade to draw.

PRICE TICKETS.

Price tickets are excellent salesmen. They do their work quietly and well, and their ratio of expense according to sales is but very small indeed. They excel in a part of the work where so many sales-people are lacking, viz., introduction. They call the attention of the customers to the goods, stating the quality and quoting the price, while all your other sales-people may be busy. Use them liberally in your windows, at your door, on your lines, and tables and in your show-cases. A price-ticket speaks to the customer of your confidence in the value of the goods you offer, and sales will often result of goods so priced, the customer believing they must be extra or good value, whereas without the price ticket they would have been passed by. Let the tickets be easily read, catchy and to the point, and it is surprising the amount of trade they will draw.

ADVERTISING.

The printing press holds a unique position in our day, reaching in some way nearly every house and almost every individual, and the trader who desires to make his business a success will be wise in making good use of it. One of the most successful means of advertising is through the local papers. Here again the best pays, even at a considerable advance in price for space, and if you do not use them all use the best. Secure the best space available, and I think the best space in

"HYGEIAN"

The Celebrated Brand
of Children's and Ladies'

Vests, Drawers, Combinations

Our goods are superior to all others for quality and finish, being the oldest and largest manufacturers of ribbed goods in the Dominion.



WARNING—Any manufacturer or dealer offering for sale any Drawers or Tights made of tubular elastic ribbed knitted material that is an infringement of our patented Hygeian Drawers will be prosecuted according to law. Our patent applies to all tubular knitted ribbed Drawers or Tights of any shape or pattern, open or closed, plain goods or brushed.

WHOLESALE TRADE ONLY.

EAGLE KNITTING CO.,

HAMILTON.

Thibaudreau Bros. & Co.

Importers of —

ENGLISH .
FRENCH . .
GERMAN &
AMERICAN

DRY GOODS

THIBAUDEAU FRERES & CIE.

Quebec.

THIBAUDEAU BROTHERS & CO.

London, Eng.

THIBAUDEAU BROS. & CO.

332 St. Paul St.

MONTREAL

The Sun's A Sponge

That absorbs with its rays the colors that once gave a fabric value. Many a yard of fine goods has given to the Sun all that made it pleasing, all that made it bright. No reason, though, why the goods should be sold as a remnant, or why they should be a loss.

Let Us Re-dye and Re-finish Them,

and bring them back to a shade that will please the fastidious buyer. We are in touch with the times in color. We are prepared to make old fabrics—such as Cashmeres, Serges, Tweeds, Hose, Braids, Yarns, Soft Silks and Union Ribbons, Ostrich Plumes, etc.—look like new.

Send us your back numbers. Scientific dyeing and finishing is an art with us.

Price List for the asking. New Goods should be forwarded to the Works direct.

R. PARKER & Co.,

DYERS AND CLEANERS, 787 to 791 Yonge St., TORONTO.

the local paper is the space nearest to the local news. Stick to the same position until the readers know just where to find your advertisement every time, and after you have taught them this, stick to the same position still. Change your advertisement often and regularly, even if advertising the same line of goods. Have your advertisement so set up as to catch the eye, changing the form from time to time. Say what you have to say in a bright, fresh, crisp, business way. Do more than simply tell the truth by avoiding everything which would mislead. If you mislead customers they lose confidence and your advertisement will lose its value to them. Careful statements carried out in the store beget confidence, increase the value of your advertisements, draw trade and keep it. Describe your goods, bringing out their points of excellence, and quote your prices. Any information you may give your competitor will be more than recompensed by the large number of traders to whom you supply the same knowledge. We believe that well written dodgers describing leading lines of goods and quoting prices for the same, carefully and regularly distributed at the houses and enclosed in parcels of goods, will draw trade from some people who are not reached by the local papers. And so will the circular, through the post from time to time, draw trade not otherwise reached.

SELECTION OF CLERKS.

Sales-people have an important part to perform in the drawing and keeping of trade, and much care is required in the selection and training of them. Let them know plainly what is expected of them, and firmly yet kindly insist on having your methods carried out. Require a pleasant, cheerful manner, ready to take any amount of trouble to please, patience even under the most trying circumstances, civility at all times to all

customers. See that elderly people receive kindness and attention, and that the little ones are not overlooked. Bestow equal care and attention and the same kindly interest to their small purchases as to the larger ones. See that the poor receive equal attention with the rich, and give the rich, give every customer entering your store, as prompt, careful and kind attention as possible. See that your sales-people introduce goods. A large amount of trade can be drawn and kept by wise, systematic introduction of goods. In every department have special lines for introduction, not forgetting the regular goods. How natural and how easy, when a customer is buying table linen, to introduce table napkins or sheeting, or speak of pillow casing; or, when showing dress goods, to show the trimmings, and so on. Oftentimes the amount of goods sold by introduction far exceeds in value and profit the goods enquired for. In all the requisites of a good sales-person the force of the example of the proprietor will add much to the power of the precepts he seeks to inculcate.

PERSONALITY OF THE PROPRIETOR.

After all has been said and done that can be done, much of the power to draw and keep trade will depend on the proprietor. People who go to a store to trade like to see the proprietor there, and are pleased to know that he sees them there. The wise trader will, therefore, be at his place of business as much as possible during business hours. If his business is a small one he will help to draw trade by waiting on customers himself. When it grows he will wisely let his sales-people do the serving, while, instead of devoting his time to one customer he will see all his customers and give a helping hand when and where he sees the advantage of it. He will let

GIVING UP BUSINESS

The Worsted Weaving Co.

OF BRADFORD, ENGLAND

Beg to announce that, having decided to discontinue keeping a stock in Canada, they are now selling out their Toronto stock at cents a yard below cost, in order to clear everything out by the 30th of December. There are none but **staple goods** in stock. Men's Worsted and Serge Suitings, Ladies' Black and Navy Estamene and Cheviot Serges, Cashmeres, and Black Mohair Figured Dress Goods. There are no "job" lots; all are staple goods and new this season, but selling at "job" prices. Do not fail to secure a bargain while you have the chance. It would be a certain case of "goods well bought being half sold."

CALL OR WRITE FOR SAMPLES

The Worsted Weaving Co.

54 Bay Street

TORONTO

Manager, ALFRED H. LEWIS

John D. Ivey & Co.

For the assorting season
we keep our stock

Well assorted

... IN ...

Each Department

by the use of the cable, so
the trade can always de-
pend on getting the very
latest novelties.

SEND FOR SAMPLE ORDERS

John D. Ivey & Co.

T.B.THEY HAVE NO
SECRET TO CONCEAL**EXAMINE THEM****ASK FOR THEM****WEAR THEM**

A Big Difference

In politics, the great, the indispensable,
the clever thing is to conceal all you can.

The chief glory of . .

. . Tooke Bros.' Shirts, Collars and Cuffs

Is that they court investigation of ma-
terial, make, fit, and finish.

For sale by the leading Wholesale Houses
throughout the Dominion.

HOLIDAY GOODS

A worth-while addition can be made to your
Xmas trade if you have the right goods—something
unique, special, away from the ordinary.

Rugs

Parquet Squares
Axminsters
Smyrna
Pheugona
Japanese

Oriental Novelties

Japanese Stools
In ebony, cherry, mahogany, oak.
Cairo Folding Tables
In cherry, mahogany, maple.
Famous Vantine Stools
For cosy corners.

Figured Silks for Draperies and Cushions may
be added to the other pretty goods. Our prices to
the trade are such as to assure a good profit.



John Kay, Son & Co.

34 King Street West,

TORONTO.

Our New Spring Patterns

Have struck the popular fancy and are going with a rush.
Now let us call attention to our

Just as Novel
Just as Pretty
Just as Good
Just as Desirable

In every way.

Beaver Brand of 3 Plys
Empire Extra Super
Cotton Chain Extras
Fine All Wools
Empire Extra Heavy Super Unions
Medium Unions and
Light Unions

SEE THEM.

EMPIRE CARPET WORKS

Selling Agents:

Chas. T. Doyle, J. E. Kent, A. Galloway.

ST. CATHARINES.

ART SQUARES
and
STAIR CARPETS

his customers know that he knows of and appreciates their trade. He will be ready at all times to oblige. His welfare depends on the welfare of his customers, and he will be ready to show an interest in their welfare. If for any reason they have not been trading with him for some time, on their first appearance he will wisely let them know that their absence has been noticed. The wise trader will give equal kindness and attention to the new customer, or to the customer who does most of her trading elsewhere, as he would bestow on his regular customer. In fact, he will use all legitimate means to draw new trade, and to keep all that once comes his way.

AVOID PRICE-CUTTING.

In conclusion, price-cutting is one of the hardest features of trade to fight against to-day, and I do not believe in selling goods without a profit, yet I think it would be foolish to sit or stand and see your trade either slowly or quickly walk away from you. Use more power in other ways, but where you have no advantage to offer in quality you had better just meet the competition, keep your trade, and draw your profit by selling more of the goods on which the prices are not cut.

THE LONDON FUR SALES.

The dates of the London fur sales have been fixed for the coming year as follows:

January—Hudson's Bay Co., 21st January, 1895; C. M. Lampson & Co., 21st to 25th January, 1895.

March—Hudson's Bay Co., 18th to 21st March, 1895; C. M. Lampson & Co., 18th to 29th March, 1895.

June—C. M. Lampson & Co., 10th to 14th June, 1895.

October—C. M. Lampson & Co., 16th to 18th October, 1895.

Following are the importations by the Hudson's Bay Co. in 1894:

	Total.		Total.
Badger, skins	1,801	Mink	46,923
Bear, black	8,108	Musk ox, skins	748
do. brown	1,044	Musquash	646,202
do. grey	189	Otter	7,160
do. white	42	Porpoise, dry, 1/2-skins	223
Beaver	42,058	do, salted, 1/2-skins	160
Fisher	3,509	Rabbit, skins	66,891
Fox, cross	2,791	Raccoon	564
do. kitt	128	Seal, hair, dry	1,517
do. red	12,554	do. salted	600
do. silver	693	Skunk	8,405
do. white	4,904	Wolf	1,400
Lynx	19,460	Wolverine	587
Marten	103,133		

In addition to the above the company will offer for sale as follows, viz.: About 23,000 fur seal, N. W. coast, on 29th November, 1894; 1,500 fur seal, dressed, N. W. coast, on 29th November, 1894; 10,000 fur seal, salted, N. W. coast, on 21st January, 1895.

The net profits of the Canadian Pacific Railway for October last were \$1,010,247, an increase over those of the corresponding month for last year of \$63,821. These figures are the largest net earnings for any month in the history of the road, with the single exception of October, 1892, when the figures were \$1,024,502. Taking into consideration the prevailing

depression and the difficulties in which so many American roads have found themselves this year, the record is one of which the Canadian Pacific Railway authorities are justly proud.

On November 6th the building occupied by Moorehouse & Snell, awning manufacturers, Preston, Ont., was burned. The cause of the fire has not yet been ascertained. The contents were insured for \$400. The insurance on the stock is said to cover the loss. There was no insurance on the building, which is worth about \$1,800.



WINDOW DRESSING MADE EASY FOR THE HOLIDAYS.

SEND 25 cents for Harman's monthly publication on window dressing and store decorating illustrated. Holiday trims.

THE BROWNIES. Figures for window attractions. Sample, 5 cents, or \$5.00 per dozen.

HARRY HARMAN,
Box 1118, CHICAGO.

Been Making Homespuns 27 Years.

Oxford Mfg. Co. OXFORD, Nova Scotia

Leading wholesale houses keep these goods.
Ask Travelers for them. They make such

NOBBY SUMMER SUITS.

TRADE MARK { "Tape woven across the
ends of every web."

World Wide Popularity

The Delicious Perfume.



Crab Apple Blossoms

EXTRA CONCENTRATED

Put up in 1, 2, 3, 4, 6, 8, and 16
ounce bottles.

And the Celebrated

Crown Lavender Salts

Annual sales exceed 500,000 bottles.
Sold everywhere.

THE CROWN PERFUMERY CO.

177 NEW BOND ST., LONDON, ENG.

By all principal dealers in perfumery.



TWELVE FIRST MEDALS.

"FITS LIKE A GLOVE."

THOMSON'S
ENGLISH MADE,

Glove-Fitting. Long Waisted. TRADE MARK.

CORSETS

At Popular
Prices:

The Perfection of Shape, Finish and Durability.

APPROVED by the whole polite world.

SALE OVER ONE MILLION PAIRS ANNUALLY.

A large stock of these GOOD VALUE Corsets always on hand at

JOHN MACDONALD & CO'S, TORONTO.

MANUFACTURERS: **W. S. THOMSON & CO., LIMITED, LONDON.**

See that every Corset is marked "THOMSON'S GLOVE FITTING," and bears our Trade Mark, the Crown. No others are genuine.

TORONTO CARPET MFG CO. LIMITED

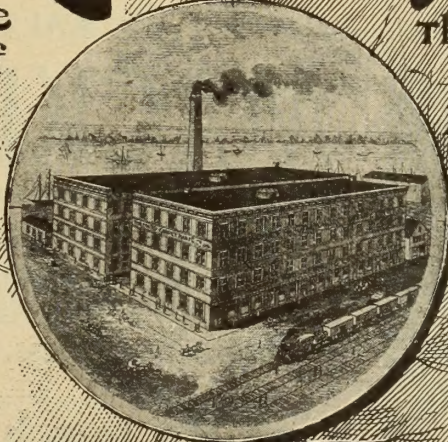
HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
INGRAIN
CARPETS

ESPLANADE & JARVIS
TORONTO ONT.

HIGHEST AWARD
WORLD'S FAIR
CHICAGO 1893 FOR
AXMINSTER
CARPETS

The Maple
Leaf
Brand

"The Imperatrix"
Axminster



KENSINGTON
ART SQUARES
IN ALL SIZES

INGRAIN CARPETS
IN ALL
QUALITIES

Received the only medal
for Carpet at
TORONTO EXHIBITIONS
— 1892 — 1893

AXMINSTER
SQUARES, RUGS, MATS,
BODIES
BORDERS
STAIRS

TORONTO CARPET MFG CO. LTD.

A. B. MITCHELL'S

RUBBERINE AND WATERPROOF LINEN

Collars, Cuffs, and Shirt Fronts, specially adapted for Travellers, Sportsmen, and Mechanics. For sale by all wholesale houses. Wholesale only. Largest and only manufacturer of these goods in Canada.

Office and Factory: 16 Sheppard St., Toronto, Ont.

MOULTON & CO.,

10 St. Peter Street, MONTREAL,

MANUFACTURERS OF

CORDS, TASSELS, ORNAMENTS, BARREL BUTTONS, ETC.

Agent for Ontario { BEN ALLEN,
32 Colborne Street, TORONTO

PERRIN'S
PERRIN'S
PERRIN'S

PERRIN FRERES et CIE.

GLOVES

ARE THE BEST.
ARE THE CHEAPEST.
ARE PERFECTION.

7 Victoria Square, Corner St. James St.,
MONTREAL.



"MALTESE CROSS"

MACKINTOSHES

Sold by all leading Wholesale Houses.



Fac-Simile of our Woven Silk Label.

Latest patterns in English and Scotch Tweeds,
Paramattas and Worsteds now ready.

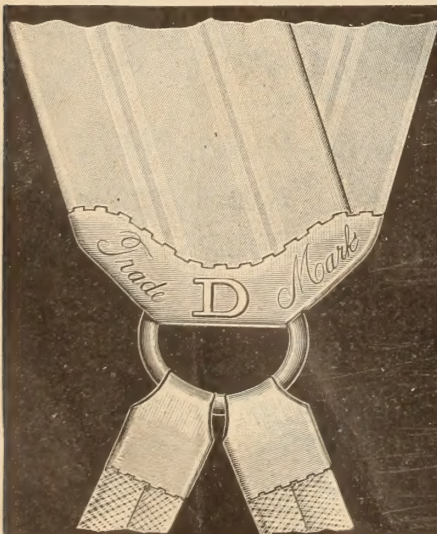
Absolutely Odorless.

Will not Grow Hard.

MANUFACTURED SOLELY BY

The Gutta Percha & Rubber Mfg. Co.
of TORONTO, Ltd.

61 & 63 FRONT STREET WEST, TORONTO



There's Style about this fastener for the back of a Brace. It is Small Neat Durable. Can't Break Away. And unlike the multitude of big tin Clasps that are objectionable to the wearer who don't want his back covered with metal. It's a seller every time.

DOMINION SUSPENDER COMPANY,
United States, NIAGARA FALLS, Canada.

Toronto, Office - E. Stovel. 45. Canada Life Build'g
Montreal, Office - Philip. De Gruchy, 28ST Sulpice St.

Trade D Mark

Menzie, Turner & Co.

Successors to

A. R. McKinlay & Co

MANUFACTURERS OF

WINDOW SHADES

Curtain Poles and Brass Pole Trimmings,
Spring Rollers, Laces and Fringes.

24 BAY STREET

Send for Color Book
and Price List. . . .

Toronto, Ont.

Gold Medalist Dyers

All kinds of Dry Goods in the piece **RE-DYED**,
FINISHED and **PUT UP**.

Millinery Goods
Ostrich Feathers

• Superior Garment Dyeing and Cleaning in
all its branches. **French Cleaning**

BRITISH AMERICAN DYEING COMPANY

OFFICES { 221 McGill St., Montreal. 90 King Street East, Toronto.
123 Bank St., Ottawa. 47 John St., Quebec.

JOSEPH ALLEN,
Managing Partner.

Letter Address, Box 258, Montreal
or 90 King St. East, Toronto.

MILLER BROS. & CO. MONTREAL . .

Manufacturers
for the Whole-
sale Trade of
the following
Standard Lines
of Fine Linen
Faced Collars
and Cuffs

COMET OPERA HANLAN
'76 ORO MARQUIS
MOZART CUFFS, RAPHAEL,
ANGELO Reversible Linen
Collars & Cuffs

Only the very
best materials
are used in the
manufacture of
these Goods

**CANADIAN
COLORED
OTTON MILLS CO.**

**FALL . .
1894**

Ginghams, Zephyrs, Flannelettes, Dress
Goods, Skirtings, Oxfords, Cottonades,
Awnings, Tickings, Etc., Etc.

— **NOW READY** —

See Samples in Whole-
sale Houses.

D. MORRICE, SONS & CO. AGENTS
MONTREAL and TORONTO

TAKE A NOTE OF IT.

TEL. 1040

I'VE MOVED MY OFFICE TO
CANADA LIFE BUILDING.

A. C. NEFF, CHARTERED ACCOUNTANT,
AUDITOR, ASSIGNEE, ETC.

THE B. TURNBULL CO., Ltd.

OF GALT, ONT.,

MANUFACTURERS OF

Full-Finished Lambs Wool Underclothing. La-
dies' Full-Fashioned Underwear in all Wool,
Merino and Medium. Men's Full-Fashioned
Underwear in all Wool, Merino and Medium.
Ladies', Boys' and Girls' Combination Suits, Full
Fashioned. Ladies', Boys' Shirts and Drawers.

SEND FOR PRICE LIST.

WESTERN Incorporated
1851.
... **ASSURANCE
COMPANY.**

**FIRE
AND
MARINE**

Head Office

**Toronto
Ont.**

Capital . . . \$2,000,000.00
Assets, over . . . 2,400,000.00
Annual Income . . . 2,350,000.00

A. M. SMITH, President.
J. J. KENNY, Man. Director.

GEO. A. COX, Vice-President.
C. C. FOSTER, Secretary.

SPRING. - 1895 - SPRING.

**Do You
Want to Lead?**

**Then do not fail to see our Samples
BEFORE YOU BUY.**

Matthews, Towers & Co.

Wholesale Men's Furnishings - - MONTREAL.

Thomas Mealey & Co.

MANUFACTURERS OF

Wadded Carpet Lining

MEALEY STAIR PAD.

AND

**STAIR PADS
HAMILTON,
ONT.**

OFFICE.—

24 Catharine St. North.



Fancy Goods Department

TO THE TRADE.

We have secured an enviable reputation in this department for useful, novel and fancy articles that stimulate trade for the retailer and brighten his stock, especially during the holiday season. We mention some of the most prominent lines that we are now showing:

*Bronze, Brass, Metal, Leather and
Plush Novelties.
Glove, Handkerchief, Tie and Jewel
Boxes.
Ladies' Companions.
Tea, Ash and Card Trays.
Photo Frames, Calendars, Paper Racks,
Candlesticks and Piano Candles.*

*Fancy China Ornaments, Vases,
Flower Stands, Ink Stands,
Clocks, Opera Glasses, Call Bells,
Hand Painted Sachets, Purses,
Work Baskets, Toilet Cases,
Pictures, Hat, Hair and Scarf Pins,
Hair Curlers, Perfumery,
Toilet Soaps, etc., etc.*

JOHN MACDONALD & CO.

WELLINGTON AND FRONT STREETS EAST

Orders Solicited.

Filling Letter Orders a Specialty.

.... Toronto

ESTABLISHED 1878.



“ELYSIAN” NURSING ... VESTS

PATENTEES AND SOLE MANUFACTURERS

S. Lennard & Sons

HOSIERY and
UNDERWEAR
MANUFACTURERS

— Dundas, Ont.

WHOLESALE TRADE ONLY